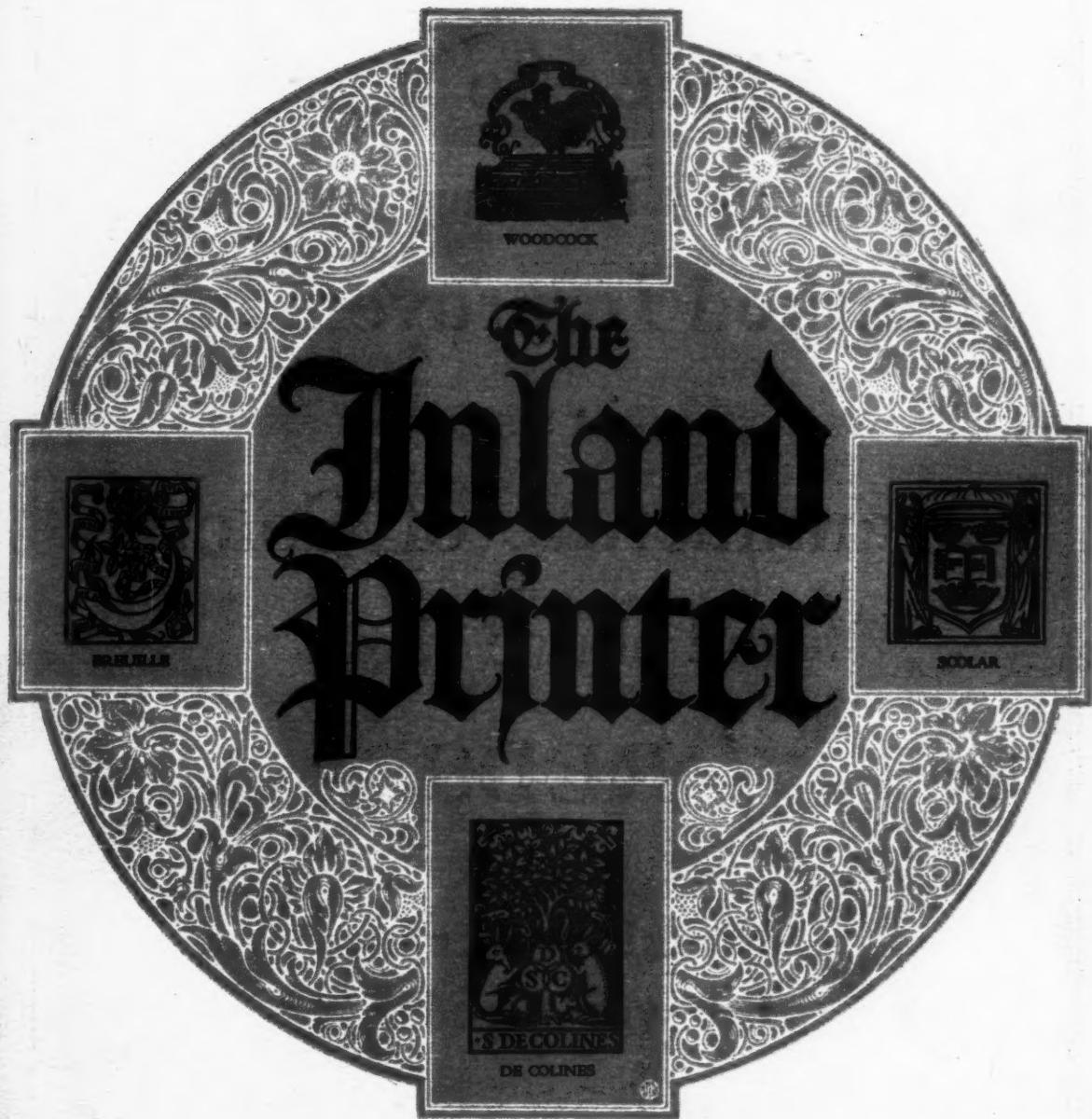


Mr. Shoemaker.

Volume 63 September, 1919 Number 6



Published by The Inland Printer Company
632 Sherman St., Chicago, Illinois

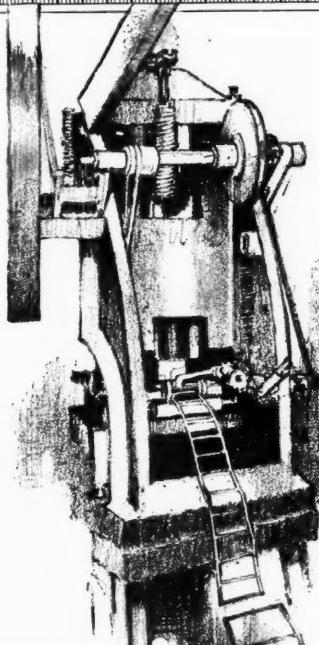
Price Thirty Cents

**Since the War
we have made
Marked Improvements
in the
Manufacture of Colors
and above all in
REDS**

**Equal or surpass
Pre-war Standards**



Sigmund Ullman Company



CLEAN and TRUE

DIE
CUT
CARDS

In Butler Brands Die Cut Cards you have the acme of perfection—each card is cut individually from sharp dies. Every card in a box is like every other card. You do not have crooked cards, burr edges and clamp marks as in the old-fashioned way of cutting. Every card is clean and true, with the grain running the long way of the card, to give firmness and snap and eliminate curling.

BUTLER BRANDS

DIE
CUT
CARDS

Butler Brands Die Cut Cards are cut from standard qualities of brists; these brists were not selected haphazardly, but after a careful study of the qualifications necessary for good Cut Cards.

The same careful workmanship is found in the lower priced cards as in the more expensive ones; they are all die cut, banded in hundreds and packed five hundred to the box—in strongly made, attractively labeled boxes.

Our line includes a quality for every purpose, as you may judge from the following assortment carried in all standard sizes and plies:

Finetex Linen	St. Charles
English Kid	Specimen Chart
Engravers Art	Marvel
Vellum Plate	Monroe

IF YOU ARE A USER OF CUT CARDS YOU SHOULD HAVE OUR SAMPLES. A POSTAL BRINGS THEM.

Distributors of Butler Brands

Standard Paper Company	Milwaukee, Wisconsin	Mutual Paper Co.	Seattle, Washington
Missouri-Interstate Paper Co.	Kansas City, Missouri	National Paper & Type Co. (Latin America)	New York City
Mississippi Valley Paper Co.	St. Louis, Missouri		Havana, Cuba
Southwestern Paper Co.	Dallas, Texas	National Paper & Type Co.	
Southwestern Paper Co.	Houston, Texas	National Paper & Type Co.	Buenos Aires, Argentine Republic
Pacific Coast Paper Co.	San Francisco, California	National Paper & Type Co.	Mexico City, Mexico
Sierra Paper Co.	Los Angeles, California	National Paper & Type Co.	Monterey, Mexico
Butler-Detroit Company	Detroit, Michigan	National Paper & Type Co.	Guadalajara, Mexico
J.W. Butler Paper Company (Foreign Trade)	New York City	National Paper & Type Co.	Gusymas, Mexico
Central Michigan Paper Co.	Grand Rapids, Michigan	National Paper & Type Co.	Lima, Peru

ESTABLISHED 1844



J.W. Butler Paper Company
Chicago

TICONDEROGA PULP & PAPER CO.

Quality

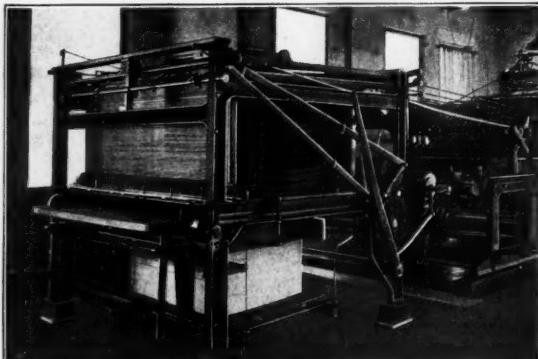
COLONIAL OFFSET
SPECIAL MAGAZINE—English Finish
MACHINE FINISH



MUSIC
EGGSHELL
SCHOOL TEXT

Uniformity

SALES OFFICE, 200 FIFTH AVENUE, NEW YORK CITY, N. Y.



GILBERT SLIP-SHEETING CO., 416 N. Laramie Ave., Chicago, Ill.

The INLAND PRINTER

Vol. 63, No. 6

HARRY HILLMAN, Editor

September, 1919



Published by THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago, U. S. A.
New York Office, 41 Park Row

TERMS: United States, \$3.00 a year in advance; Canada, \$3.50;
Single copies, 30 cents; Foreign, \$3.85 a year.

Entered as second-class matter, June 25, 1885, at the postoffice at
Chicago, Illinois, under Act of March 3, 1879.

Important Announcement!

THE NEW SUBSCRIPTION RATES

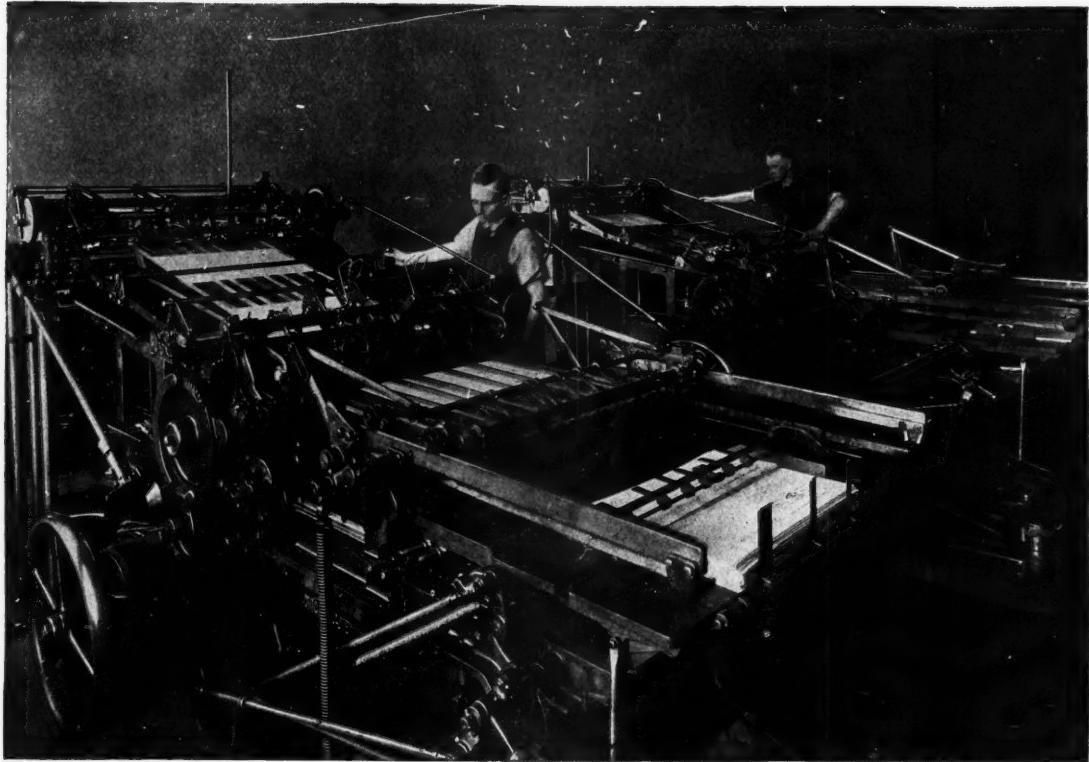
To maintain the high standard of THE INLAND PRINTER it is imperative that the subscription rates be increased. This is caused not only by the advance in wages and the cost of paper, but also by the great increase in postage rates due to the operation of the Postal Zone system.

The following rates will be effective on new subscriptions October 1, 1919, and on renewals November 1, 1919

United States and Possessions, . Per year, \$4.00; Single copy, 40 cents
Canada, per year, \$4.50; Single copy, 45 cents
Foreign, per year, \$5.00; Single copy, 50 cents

THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, Ill.



The two Dexter Combing Pile Feeders illustrated above were photographed in the press room of the Commonwealth Press, of Worcester, Mass. This concern has equipped *every* cylinder with a Dexter or Cross Feeder. The change from hand feeding to automatic feeders is doubly significant because the Commonwealth Press's specialty is catalog, booklet and commercial printing which calls for many kinds of paper and short as well as long runs.

A Double Advantage of Automatic Feeders Run in Pairs

BESIDES giving you 3,000 to 6,000 sheets more per 8-hour feeding day on two automatic-fed cylinders as compared with two hand-fed presses, automatic feeders reduce the cost of operation several hundred dollars a year on the two cylinders.

This extra output plus the reduction in overhead are facts that will stand investigation. Write today for our thirty-day demonstration proposition which enables you to test out in your own shop the real advantage of automatic versus hand feeding.

13,000 SHEETS IN EIGHT HOURS

We are more than pleased with the results shown in amount of work done by the Dexter Combing Pile Feeder.

Most of our work is in two colors, and we are getting an average of 13,000 sheets in eight hours, with perfect register. We have had no trouble with it and would not part with it for four times its cost if we could not replace it.

KENWORTHY PRINTING COMPANY, Buffalo, N. Y.

ENHANCED OUR QUALITY

Regarding the Combing Pile Feeders we have installed in our press room, we can say without hesitation that we consider them the best improvement we ever added to our equipment, as they have more than fulfilled your promises and far exceeded our expectations. The increase in production, together with the most accurate register possible, has enhanced our quality—in which we always take pride.

GRAHAM-CHISHOLM COMPANY, New York, N. Y.

DEXTER FOLDER COMPANY

*Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
and Wire-Stitching Machines*

NEW YORK CHICAGO PHILADELPHIA BOSTON DALLAS ATLANTA TORONTO SAN FRANCISCO

Please Mention THE IN-

Writing to Advertisers.

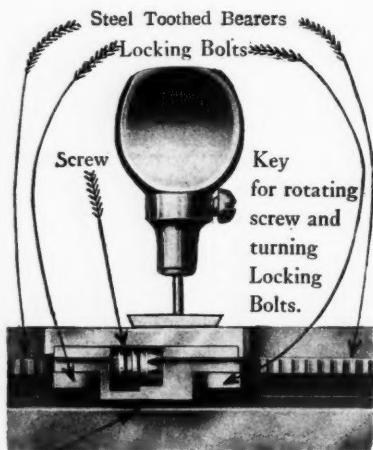
603

TALK all you please about other methods—we say the *Wesel Final Bases and Hooks* have no peer in Plate Mounting Systems. The Features of the Final System, the Facility afforded for rapid and accurate manipulation, the Utility, Service and Economic Value in the pressroom prove it far and away in the van of contemporaneous devices. Other schemes have come and gone, the "Final" continues on, for years of use have given it the tryout that has placed it beyond conjecture as to its accuracy, dependability and durability.

The Hooks, based on sound mechanical principles, are strong, quickly positioned, and when once set never move, and only a single tool, a key, is required to lock in place, adjust or remove. Register is assured from the start to finish of a run. The Final Base and Hooks laugh at dirt—that insidious detriment to the certainty of grip and reliability—for they are self-cleansing.

Then there is the adaptability of accessories such as Press Points, Markers, Slitter-Slits, Perforating Rule—so handy when needed—and so easily and rigidly placed and held in position.

Sectional view
showing substantial construction of
Base and Hook.



Ample clearance here between bottom of hook and bottom of groove. Teeth in bearers are vertical. Dirt drops through to bottom of groove.

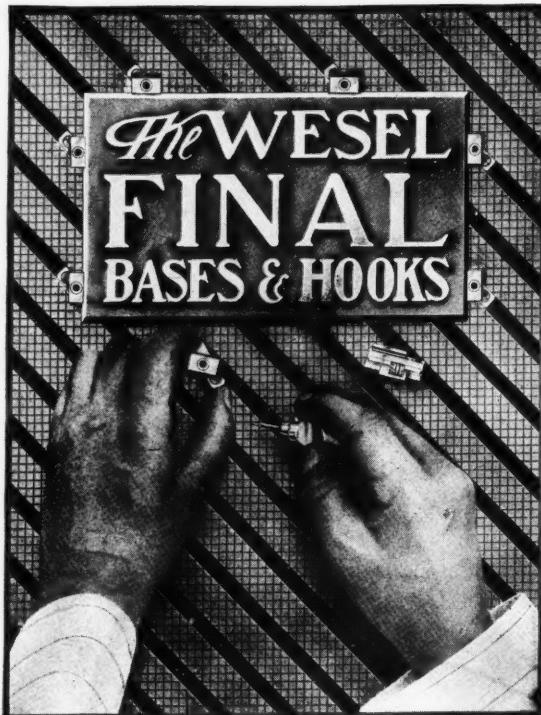


F. Wesel Manufacturing Company

72-80 Cranberry Street, Brooklyn, New York

Machinery and Materials for Printer, Photo-Engraver, Electrotyper, and Stereotyper.

When writing us, kindly mention this advertisement.





More Room, Light and Air for Royal Workmen

Nothing is too good for the Royal Workman. Our old plant was too small. We were crowding him. So we have moved to where we can not only offer more room, but more light, air and shower-baths.

Shower-baths are urgently necessary in an electrotype foundry; at least we think so. And the men, particularly those who have worked in other places, appreciate them. We feel that the conveniences and comforts we provide are reflected in their work. Our customers feel that way too.

Previously we were on the seventh floor of the Curtis Building. Now we are

on the ninth. Our floor area has been increased by fifty per cent. Our output will, as a result of this and a perfected system of handling work, be increased by seventy-five per cent.

Whereas before we had what was acknowledged to be the finest electrotyping plant in the land, this new and larger foundry is such that its operation is bound to be a satisfaction to our men. It will add zest to their work, and lead them to show Royal Customers that thoughtful consideration of employes is a paying proposition all around.

Royal Electrotype Co. Philadelphia



Diamond Power Cutters

Possess all the requisites for profitable production and excel in

**Speed—Accuracy
Power—Durability
Ease of Handling**

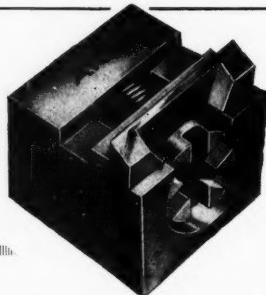
Meet Every Production Requirement

Diamond Cutters have the "Double-Shear" or "Dip-Cut" down to the last sheet, making the cut smoothly, quickly and without drawing the stock. Knives stay sharp longer on Challenge-Made Cutters.

**Write for Illustrated
Cutter Catalog**

Diamond Cutters and other "Challenge Creations" sold by all dealers.

**Don't Say: "It Can't Be Done"
Just Put It Up to Us**



"Expansion" Plate-Mounting System
For Register and Book Work

The "Simplex" Block System
For Book and Magazine Work

Wilson Adjustable Patent Iron Blocks
For Catalog and One-Color Work

The "Challenge" Post-Card Blocks
Designed Especially for this Work

Challenge Electro and Stereo Blocks
The Popular and Best One-Piece Block

The Challenge Four-Section Register Blocks
With Built-in Art Register Hooks

Special Blocks for Special Uses Made to Order

Challenge Plate-Mounting Equipment

has solved the plate-mounting problems of many perplexed printers, big and little, and is the equipment you will eventually adopt, whether you do specialty work, book and magazine work, catalogs, booklets, fine color and register work, labels or post-cards. Many of our plate equipments are explained in detail in our illustrated free booklet:

"Challenge Plate-Mounting Equipment"

WRITE US OR ANY DEALER IN PRINTERS' SUPPLIES

**THE CHALLENGE
MACHINERY CO.**

Challenge
creations
for
printers

HOME OFFICE AND FACTORY
Grand Haven, Mich., U. S. A.

CHICAGO
124 S. Wells Street

NEW YORK
71 West 23d Street

OBSOLESCENCE

OBSCOLESCENCE is defined as the condition of gradually falling into disuse.

Applied to a printing press, it would mean that the machine was constantly lowering its productive capacity as compared with that of a standard up-to-date press.

Translated into financial terms, it would mean that its operation represented a constant loss of profit largely in excess of the carrying charges of a new press.

And when the new press is a Miehle, the maximum of profit is insured on account of its universally recognized superiority in economy, efficiency and durability.

You are paying for the Monotype equipment that would make your plant efficient even though you may not have it

THIS IS
WHAT YOU
ARE PAYING

WHAT
ARE YOU
GETTING?



Every dollar you pay for extra work on intricate matter that would be as easy as plain matter if set on the Monotype.

Every dollar you pay in wages for corrections made on the machine which would be unnecessary with the Monotype.

Every dollar you pay for sawing slugs and fitting that would not be required if you used the Monotype.

Every dollar paid for distribution of used type which would go into the "hell box" in a Monotype shop.

Every dollar you are paying for foundry type and material which would be made on the Monotype if you had it.

Every dollar paid in wages for the time wasted in hunting and picking sorts. The Monotype supplies an abundance of type, leads, rule, slugs, and makes picking unnecessary.

Every dollar of profit lost by lack of facilities in the composing room for handling the big and special jobs.

All these would be saved by the Monotype. Unless you have the Monotype, you are paying for it without getting anything for your money.



**LANSTON MONOTYPE MACHINE CO.
PHILADELPHIA**

NEW YORK

BOSTON

CHICAGO

TORONTO

Monotype Company of California, SAN FRANCISCO

The Mill Price List

S

Velvo-Enamel.
Marquette Enamel.
Sterling Enamel.
Westmont Enamel.
Pinnacle Extra-strong
Embossing Enamel.

WHITE INDIA
Westvaco Ideal Litho
COATED ONE SIDE

Westvaco Super.
Westvaco M.F.
Westvaco Eggshell
Minercö Bond.

WHITE PINK BLUE CANARY GOLDEN

Origå Writing
WHITE CANARY

Westvaco Index
WHITE OFF BLUE

Westvaco Pa



A W E S T V A C O
Brand for every form of
Direct By-mail Adver-
tising.

Write to the nearest distribu-
tors for THE MILL PRICE
LIST which is issued monthly:

Detroit—The Union Paper & Twine Co.

Cleveland—The Union Paper and Twine Co.

Cincinnati—The Chatfield & Woods Co.

Pittsburgh—The Chatfield & Woods Co.

Boston—The Arnold-Roberts Co.

Philadelphia—Lindsay Brothers, Inc.

Washington, D. C.

Norfolk, Va.

York, Pa.

R. P. Andrews Paper

Co.

New York } The West Virginia Pulp

Chicago } & Paper Co.

THE WEST VIRGINIA PULP & PAPER CO.
NEW YORK CHICAGO

West Virginia Pulp & Paper Co. *The Mill Price List*

23 Fourdrinier Paper
Machines back up
The Mill Price List—
which is issued monthly



*Always return this Folder
and The Mill Price List
to the Files*

WEST VIRGINIA PULP & PAPER CO.
200 FIFTH AVENUE
NEW YORK
GRAMERCY 5400

See The MILL PRICE LIST for sizes, weights and prices

YOU will find WESTVACO Brands used regularly in America's Largest Pressrooms. The steady growth of West Virginia Pulp & Paper Co.'s sales is due to its product making good. If you're not a user of WESTVACO papers, test out a case in your press room.

Distributors of WESTVACO Brands

DETROIT	The Union Paper & Twine Co.
CLEVELAND	The Union Paper & Twine Co.
CINCINNATI	The Chatfield & Woods Co.
PITTSBURGH	The Chatfield & Woods Co.
BOSTON	The Arnold-Roberts Co.
PHILADELPHIA	Lindsay Brothers, Incorporated
WASHINGTON, D. C.	R. P. Andrews Paper Co.
NORFOLK, VA.	R. P. Andrews Paper Co.
YORK, PA.	R. P. Andrews Paper Co.
NEW YORK	West Virginia Pulp & Paper Co.
CHICAGO	West Virginia Pulp & Paper Co.

Efficiency Experts Agree

—that most printing-plants are overequipped

—that overequipment is largely due to the installation of machines of restricted usefulness.

In the platen pressroom the solution of the problem of overequipment is solved by standardization with the

JOHN THOMSON PRESS

John Thomson Presses can be used a greater share of the time than other types and sizes of platen-presses because they are adaptable to a greater variety of work.

Despite the large size of John Thomson Presses the inking and impression adjustments are such that the smallest of forms may be printed perfectly, while, inversely, the strength of impression is such that plate forms to the capacity of the chase are also printed perfectly.

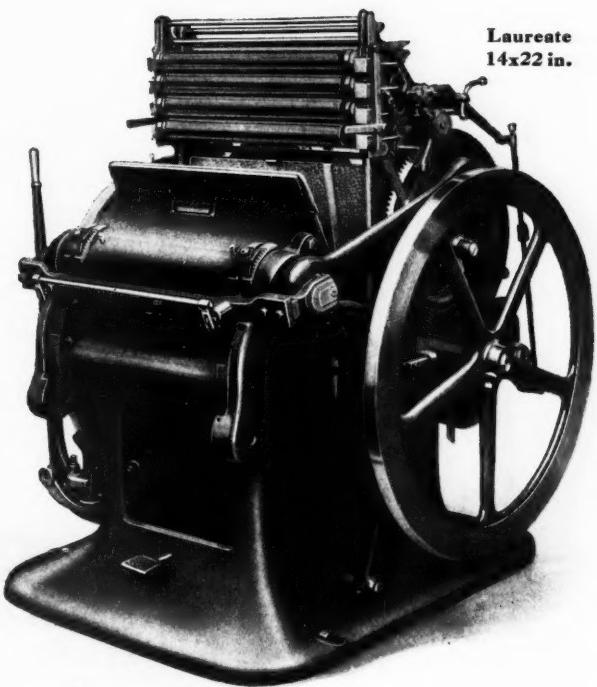
There Is No Question of Speed

the "Laureate" and "Colt's Armory" presses can be operated as fast as they can be fed.

The logic is this: With platen-presses of one large size, any job waiting to be run can be placed on the first open press. This reduces idle time, making fewer presses and a smaller investment necessary, while saving floor space, power, labor and overhead.

Let us submit for your consideration other interesting facts and figures.

JOHN THOMSON PRESS CO.
253 BROADWAY, NEW YORK



Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

CLEVELAND, OHIO

1285 West Second Street

SPRINGFIELD, OHIO

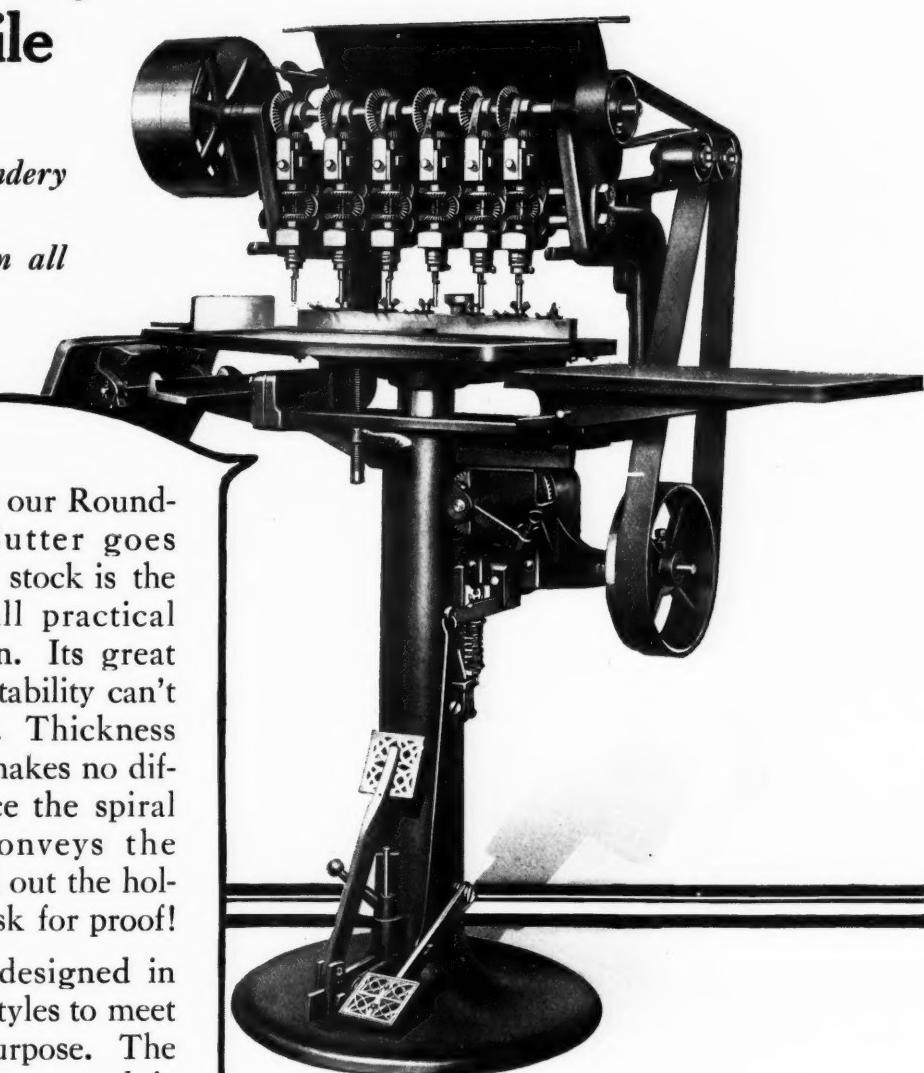
Shuey Factories Building

Wonderfully Versatile

*Drills any Bindery
Stock;
Cuts Costs on all*

THE way our Round-Hole Cutter goes through any stock is the marvel of all practical bindery men. Its great general adaptability can't be equalled. Thickness of material makes no difference, since the spiral extractor conveys the waste up and out the hollow drill. Ask for proof!

Models are designed in a variety of styles to meet the user's purpose. The machine illustrated is Model No. 4, fitted with four extra heads.



A Few Representative Users

Strathmore Paper Co.....	Mittineague, Mass.
W. F. Hall Printing Co.....	Chicago, Ill.
Woodward & Tiernan Printing Co.....	St. Louis, Mo.
The Reimers Company.....	Fort Worth, Texas.
Edward Barry Co.....	San Francisco, Calif.
Everett Pulp & Paper Co.....	Everett, Wash.

BERRY MACHINE CO.

313 North Third Street, ST. LOUIS, MO.

Superior in Their Fields

The PREMIER

TWO-REVOLUTION 4-ROLLER PRESS

The WHITLOCK PONY

TWO-REVOLUTION 2-ROLLER PRESS

The POTTER OFFSET

The POTTER TIN PRINTING PRESS

Every mechanical device that will promote the production of the finest printing in the greatest quantity at the lowest productive cost is incorporated in these presses.

Every printer should know about them

PREMIER & POTTER PRINTING PRESS CO., Inc.

SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

NEW YORK: 1102 AEOLIAN BLDG., 33 West 42d Street

CHICAGO: 506 FISHER BLDG., 343 S. Dearborn Street

BOSTON: 720 RICE BLDG., 10 High Street

PITTSBURGH: 1337 OLIVER BLDG., Smithfield and Oliver Streets

ATLANTA, GA.: MESSRS. J. H. SCHROETER & BRO., 133 Central Avenue

SAN FRANCISCO, CAL.: SHATTUCK & BICKFORD, INC., 345 Battery Street

CANADA WEST

Messrs. Manton Bros.

105 Elizabeth St., Toronto, Ont.

CANADA EAST

Geo. M. Stewart, Esq.

92 McGill St., Montreal, P. Q.

MARITIME PROVINCES

Printers' Supplies, Ltd.

27 Bedford Row, Halifax, N. S.



SEYBOLD *and* OSWEGO CUTTING MACHINES

Let your individual preference and the requirements of your business indicate your choice—either Seybold or Oswego Cutters.

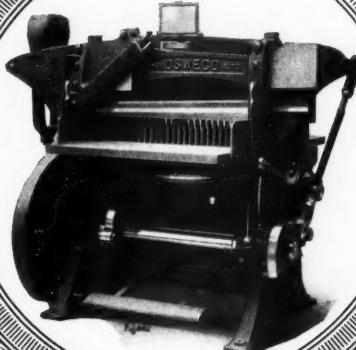
There's built-in quality in both these machines, accuracy and durability being cardinal points in their construction. Both are products of our big factory at Dayton, and we will be glad to send you full details concerning the construction and operation of Seybold and Oswego Cutting Machines.

THE SEYBOLD MACHINE COMPANY*

Main Office and Factory
DAYTON, OHIO, U. S. A.

CHICAGO
NEW YORK
ATLANTA
DALLAS

SAN FRANCISCO
• TORONTO •
• WINNIPEG •
LONDON, ENG.



How does your bindery look?



—like this?

ARE YOU STILL FOLDING A
BIG PART OF YOUR WORK

the Old Way

SLOW INACCURATE FOLDING DEPENDENT ON THE
ABILITY of BINDERY GIRLS;
MOST INEFFICIENT AND
AT EXCESSIVE COST; OR—



—or like this?

HAVE YOU LEARNED THE
WISDOM OF DOING IT

the Cleveland Way

INSURING UNIFORMLY
ACCURATE FOLDING—
MOST QUICKLY AND AT
THE LOWEST POSSIBLE
COST?

It's poor business to do anything by hand that can be done better and cheaper by machine. Arrange to eliminate the old way of costly, inefficient, trying hand folding; by installing the modern "Cleveland" Folding Machine. It makes 191 different folds—large and small signatures—and is so versatile that it is almost human. You can soon pay for a new "Cleveland" Folder from the actual savings it will effect.

LET US EXPLAIN IN DETAIL

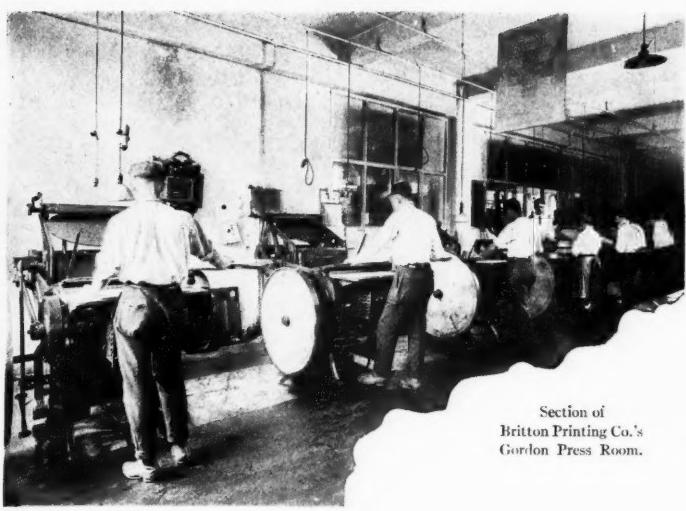
THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

AEOLIAN BUILDING, NEW YORK
THE BOURSE, PHILADELPHIA

532 SOUTH CLARK STREET, CHICAGO
161 DEVONSHIRE STREET, BOSTON

The Manufacture and Sale of Cleveland Folding Machines in Canada, Newfoundland, and all Countries in
the Eastern Hemisphere are controlled by the Toronto Type Foundry Co., Limited, Toronto, Ont., Canada



Section of
Britton Printing Co.'s
Gordon Press Room.

Britton Printing Co., Cleveland

Britton is the synonym for "good printing," not only in Cleveland but throughout the land. Many beautiful examples from their Chandler & Price Gordons have been reproduced in THE INLAND PRINTER.

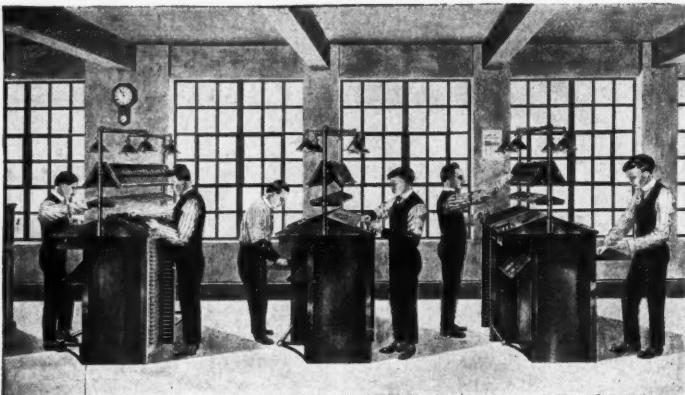
"You will have to snap our Gordon Presses on the run," said the superintendent to the photographer. "We keep ten of them working day and night—and making money for us."

Two of these presses are equipped with Miller Feeders.

Write for book "The Profit in Printing."

Chandler:& Price Presses

The Chandler & Price Co., Cleveland. Agencies in All Principal Cities



The Adman Cabinet

as we are now producing it is the result of evolution. This cabinet probably comes nearer to being a cabinet of universal adaptability than any other we have ever produced.

Refinements of various kinds have been added to the cabinet from time to time, as practical working every day use of the cabinet has indicated that some addition or change would be advantageous.

Two important objects are accomplished by the use of this cabinet in the printing office: First, a very appreciable saving of space; second, a great saving in labor.

This cabinet is made in wood and steel construction, and is but one of many modern pieces of equipment of equal merit that are included in the Hamilton line.

The Hamilton Manufacturing Company

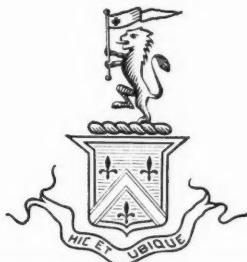
Hamilton Equipments are Carried in Stock and Sold by all Prominent Typefounders and Dealers Everywhere.

Main Office and Factories, TWO RIVERS, WIS.

Eastern Office and Warehouse, RAHWAY, N. J.

AMERICAN COLORS

THE AULT & WIBORG CO.
CINCINNATI, OHIO, U. S. A.



THE ONLY INK HOUSE

that manufactures all the materials entering into its Lithographic and Letter-Press Inks and, with its large staff of expert chemists and ink makers offers the printing trade

THE BEST IN THE WORLD

Main Offices and Factories, Cincinnati, Ohio

HOUSES IN

CHICAGO.....	705 South Wells Street	DETROIT..	Cor. Larned and Shelby Streets
CLEVELAND..	121 St. Clair Avenue, N. W.	ST. LOUIS.....	322 North Third Street
BUFFALO.....	145 Ellicott Street	LOS ANGELES.....	432 East Third Street
SAN FRANCISCO,	132 Second Street, Cor-	ATLANTA.....	127 Central Avenue
ner Minna.		FORT WORTH.....	237 B. West 13th Street
MILWAUKEE....	457-59 East Water Street	MINNEAPOLIS...	729 Fourth Street, South
TORONTO, ONT., CAN.		WINNIPEG, CAN.	MONTREAL, CAN.
LONDON, E. C. ENG.		MONTEVIDEO, URUGUAY	RIO de JANEIRO, BRAZIL
CORDOBA, ARG., S. A.		ROSARIO, ARG., S. A.	BUENOS AIRES, ARG., S. A.
SHANGHAI, CHINA		CANTON, CHINA	HONG KONG, CHINA

EASTERN OFFICE

The Ault & Wiborg Co. of N. Y.
57-63 Greene Street, New York, N. Y.

WITH HOUSES IN

BOSTON..	163 Oliver Street	BALTIMORE..	13 West Redwood Street
PHILADELPHIA..	253-55 North 12th Street		



PEONY RED

PEONY RED No. 1342 - 86



REFLEX BLUE

REFLEX BLUE No. 1356 - 00



REDREX RED No. 1348-14

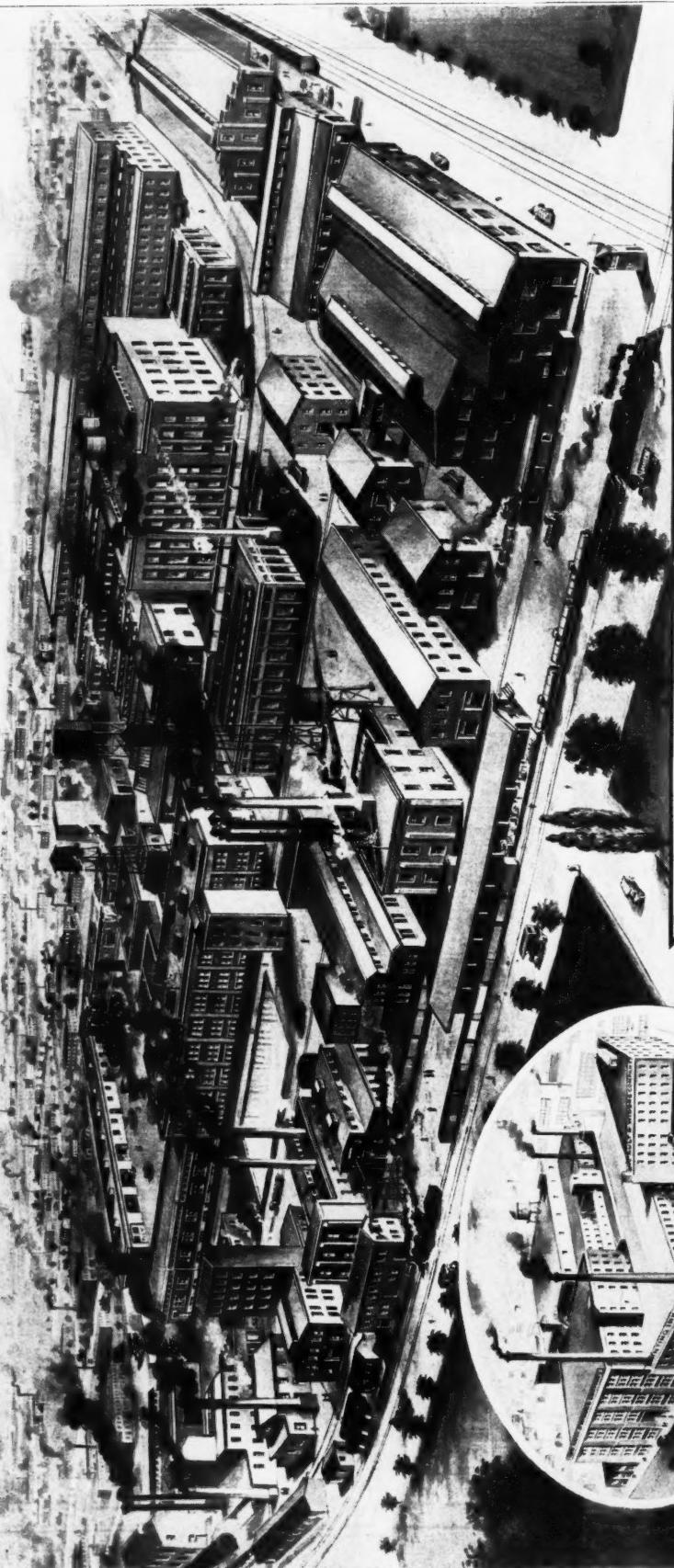


REPUBLIC BLUE No. 1341-81

WHY WE HAVE A DISTINCT ADVANTAGE OVER ALL COMPETITION.



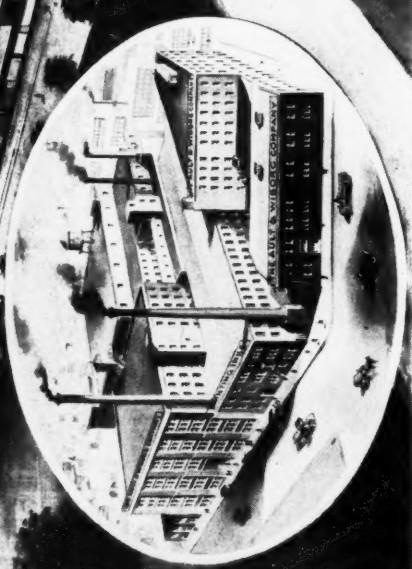
IN THESE PLANTS WE MANUFACTURE OUR OWN INGREDIENTS, INCLUDING HEAVY CHEMICALS, ACIDS, COAL TAR DYES, INTERMEDIATES, DRY PIGMENTS, LITHOGRAPHIC AND LETTER-PRESS VARNISHES, HENCE PAY NO OUTSIDE MANUFACTURERS' PROFITS.



THE AULT & WIBORG COMPANY
NORWOOD ST BERNARD CINCINNATI, O

COMBINED WORKS

CINCINNATI, O



The Cleanest, Safest and Most Economical Glue Heaters Built

The "fireless cooker" principle embodied in International Electric glue heaters is rapidly displacing old-fashioned, wasteful, inefficient and uneconomical methods of glue handling.

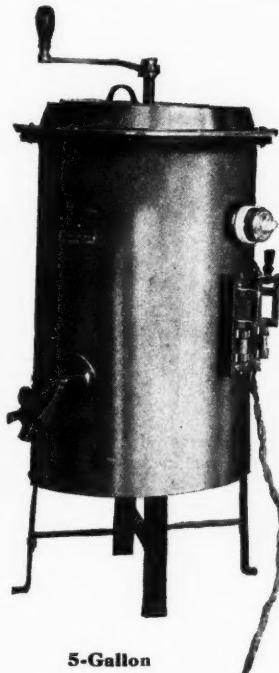
Leading bookbinders and printers—in fact, users of animal glue in all kinds of industries—have found that International Heaters soon save their initial cost in glue saved, operating costs and time conserved.

"INTERNATIONAL" Electric Glue Heaters

—hold the glue at correct working temperatures without guesswork. No skin, scum or dirt. No burnt glue. The fireless cooker construction (heat-retaining jacket) conserves and utilizes every bit of heat generated. Clean, safe and economical. No fire risk. No hot steam-pipes. No leaky valves.

International Heaters are portable—fit any lamp socket. Each heater is controlled independently by a switch having three heats—high, medium and low—providing rapid melting and uniform temperature control for all working conditions. One-quart heater consumes only one cent's worth of current per day at average industrial rate—less than any other electric glue heater.

Built in sizes for all classes of factories and shops—from one pint to fifty gallons. Constructed entirely of heavy spun copper. No seams. No water-bath. Wherever animal glue is used, International Heaters will insure better results at less cost. Follow the example of prominent concerns everywhere—specify "International" on your next order.



5-Gallon

INTERNATIONAL ELECTRIC COMPANY
MANUFACTURERS
ELECTRICAL HEATING APPLIANCES
INDIANAPOLIS, U.S.A.

Write
for our booklet
"Efficient Glue
Handling."



4-Quart

2-Quart

1-Quart

1-Pint

"International Electric Heaters Are the Best"

SILENT

SPEED

"THE BABY" CYLINDER

→ *Quality Printing* ←

"The Baby" Cylinder does fine printing for
these clearly defined reasons:

RIGID IMPRESSION

It applies the manifestly advantageous cylinder principle of printing the form a little at a time by a perfect rolling contact instead of the platen press method of trying to apply a sufficient pressure to print the whole form at once. The cylinder principle has to be used for all large presses and is equally desirable for small work, for only by this construction can great rigidity be obtained without cumbersome weight and slow motion.

QUICK AND LASTING MAKE-READY

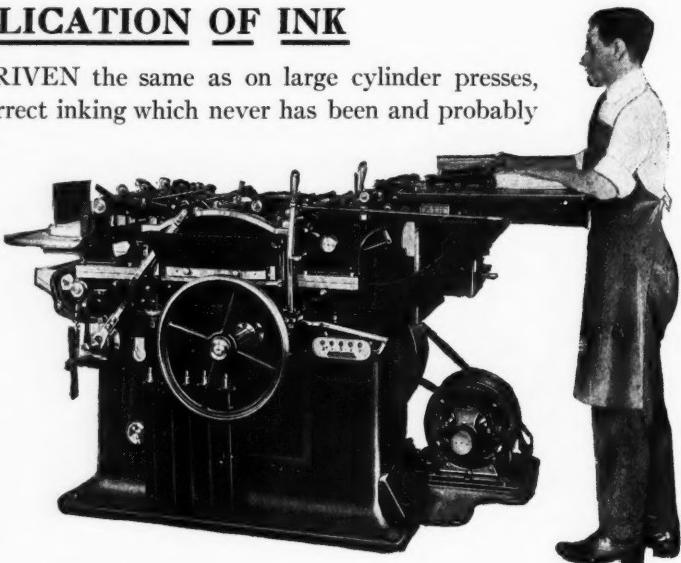
Unyielding impression surfaces and thin, hard tympan facilitate make-ready and require little attention on long runs.

CORRECT APPLICATION OF INK

Form rollers are DRIVEN the same as on large cylinder presses, a vital feature in correct inking which never has been and probably never can be applied to platen presses.

BUILT-IN REGISTER

Not dependent on the skill of the feeder. The press itself automatically registers the sheet to the guides and delivers them into a jogger.



WRITE FOR BOOKLET

THE FASTPRESS COMPANY, Inc.

2638-2640 Park Avenue, New York City

CABLE ADDRESS: AUTOPRESS

PHONES: MELROSE 362-363

THE SCOTT

High Speed Direct Drive Cutting and Creasing Press

has demonstrated conclusively to the folding box manufacturer that it is a profitable machine to have in their establishment, for it turns out a maximum amount of work with less effort than any press now on the market.

The High Cost of Labor

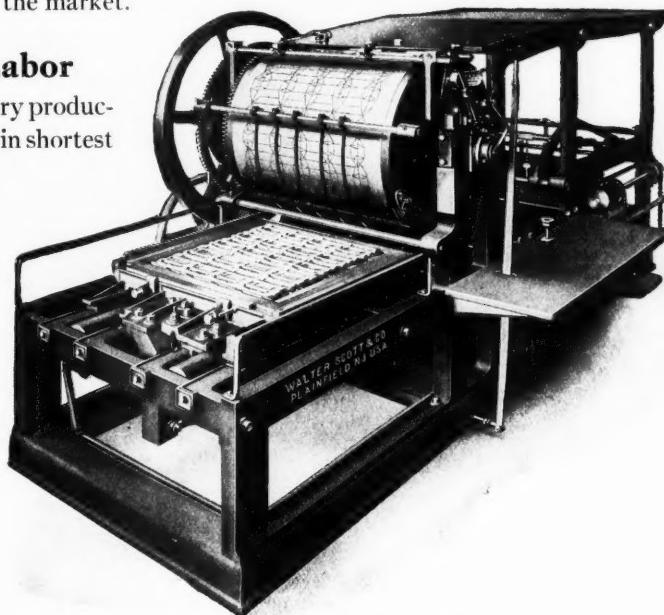
warrants the installing of machinery producing the maximum amount of work in shortest space of time, and this press will do it.

This Press Has Four Tracks

wide faced and steel shod. An unyielding impression is obtained at all speeds.

The Bed of This Machine

is driven by our direct drive center bed motion, now used on all modern two-revolution presses. The drive being in the center eliminates all side thrust, used on older types of presses.



Twenty-Five Hundred Sheets Per Hour

is the running speed of this machine, taking a sheet 30 x 40 inches. If desired, an Automatic Feeder can be attached to feed the sheets.

Our No. 10 machine takes sheets up to 44 x 64 inches and runs at a speed of fifteen hundred (1500) per hour.

Extra Attachments Can Be Added

to this machine to print in one or two colors if desired and the press can be built with either Standard Carrier Delivery, Fly Delivery or Reciprocating Delivery, according to the quality of work you are doing.

WALTER SCOTT & COMPANY

Main Office and Factory:
PLAINFIELD, NEW JERSEY, U.S.A.

NEW YORK OFFICE: Brokaw Bldg., 1457 Broadway at 42d Street

CABLE ADDRESS: Waltscott, New York

CHICAGO OFFICE: Monadnock Block

CODES USED: ABC (5th Edition) and our own

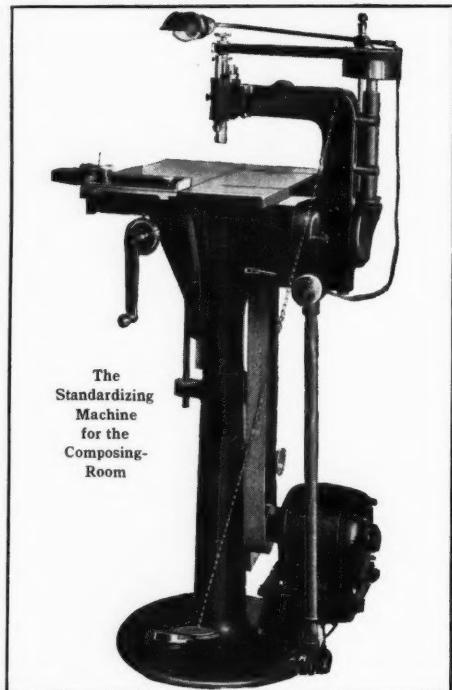
Maximum Production

GUARANTEED BY

MILLER FEEDERS AND MILLER SAW-TRIMMERS



The cumulative gain in production through use of MILLER FEEDERS makes it *absurd* to continue the slow and expensive method of hand-feeding.



The time saved in make-ready when MILLER SAWS are used to mortise, trim, square, miter and plane type-high cuts used in forms of all sizes often pays for a Miller Saw in one month, always in a year.

Wire or write for the representative in your district.

MILLER SAW-TRIMMER CO.

Factory and General Offices, Pittsburgh

Permanent Branch Offices in

ATLANTA

BOSTON

CHICAGO

DALLAS

PHILADELPHIA

SAN FRANCISCO

NEW YORK

Complete Roller Plant For Sale

- 1 25-Roller Rowe Gatling Gun containing four 2" moulds, one $2\frac{1}{8}$ ", four $2\frac{1}{2}$ ", one $2\frac{1}{4}$ ", one $2\frac{3}{4}$ ", five 3", one $3\frac{1}{8}$ ", four $3\frac{1}{4}$ ", and four $3\frac{1}{2}$ ", all moulds brass lined, 85 inches long.
- 1 7-Roller Gatling Gun containing two 6" moulds, four 4" and one $3\frac{1}{8}$ ", all steel moulds, 100 inches long.
- 1 No. 3 Gordon Gun containing 11 moulds, brass.
- 1 No. 2 Gordon Gun containing $12-1\frac{3}{4}$ " and $3-1\frac{1}{2}$ ", brass.
- 1 No. 1 Gordon Gun containing 18 moulds, brass.
- 2 Air Pressure Kettles, 300 lb. capacity.
- 1 Power Melting Kettle, 500 lb. capacity.
- 1 Reclaiming Kettle. 1 Air Pressure Tank.
- 1 Hot Water Tank. 1 Steam Boiler (new).
- 1 Motor, 3 H. P. 1 Air Pump.
- 1 Platform Scale. 1 Composition Cutter.

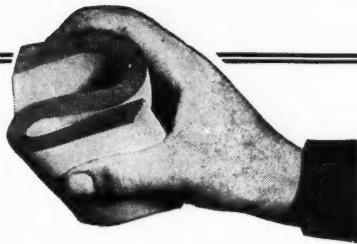
Cylinder Press Roller Moulds

- 6 2" moulds, $3\frac{1}{2}$ feet long, brass lined.
- 5 2" moulds, $4\frac{1}{3}$ feet long.
- 2 2" moulds, 3 feet long.
- 1 $2\frac{1}{4}$ " mould, $6\frac{3}{4}$ feet long, brass lined.
- 3 $2\frac{1}{2}$ " moulds, $4\frac{1}{2}$ feet long, brass lined.
- 2 $2\frac{1}{2}$ " moulds, 5 feet long, brass lined.
- 1 $2\frac{3}{4}$ " mould, 3 feet long.
- 1 $2\frac{3}{4}$ " mould, $2\frac{1}{3}$ feet long.
- 3 3" moulds, $3\frac{1}{2}$ feet long, brass lined.
- 3 3" moulds, $4\frac{1}{2}$ feet long.
- 1 3" mould, $5\frac{1}{2}$ feet long.
- 1 $3\frac{1}{8}$ " mould, 7 feet long.
- 5 $3\frac{1}{4}$ " moulds, 5 feet long, brass lined.
- 2 $3\frac{1}{2}$ " moulds, $5\frac{1}{2}$ feet long, brass lined.
- 1 $3\frac{1}{2}$ " mould, $4\frac{3}{4}$ feet long.
- 1 $3\frac{1}{2}$ " mould, 6 feet long, brass lined.
- 1 $3\frac{1}{2}$ " mould, $8\frac{1}{2}$ feet long.
- 20 4" moulds, 4 feet long.

Apply

Toronto Type Foundry Co., Ltd.

120 Wellington Street, West
Toronto, Ont.



Flexibility Strength

Features of prime importance in tabbing compounds are developed to the highest degree in

NUREX

You need no longer suffer the inconvenience, vexatious delays and loss which attend the use of ordinary tabbing compounds or glue.

NUREX requires no heating (*it must not be heated*, in fact) and is therefore *always ready for use*.

NUREX will not become brittle and crack in cold weather or in dry climates.

NUREX will not become soft and sticky in warm weather or damp climates, yet it always remains flexible in the right degree.

These are the big outstanding features of the final development, perfection, in tabbing compounds.

There are numerous others which have their effect in economy and satisfaction.

You who have experienced trouble with tabbed work should order a trial gallon from your nearest dealer at once. That trial will convince.

ATLANTA, GA.....	Sloan Paper Co.
BOSTON, MASS.....	Carter Rice Paper Co.
BIRMINGHAM, ALA.....	City Paper Co.
BALTIMORE, MD.....	Whitaker Paper Co.
BUFFALO, N. Y.....	The Alling Cory Co.
CHICAGO, ILL.....	J. W. Butler Paper Co.
CLEVELAND, OHIO.....	The Central Ohio Paper Co.
CINCINNATI, OHIO.....	The Chatfield & Woods Paper Co.
COLUMBUS, OHIO.....	The Central Ohio Paper Co.
COLUMBIA, S. C.....	The R. L. Bryan Co.
CHARLOTTE, N. C.....	Western Newspaper Union
DETROIT, MICH.....	Detroit-Butler Paper Co.
DAYTON, OHIO.....	The Keogh & Rike Paper Co.
DENVER, COLO.....	The Carter Rice, Carpenter Co.
DALLAS, TEXAS.....	Southwestern Paper Co.
GRAND RAPIDS, MICH.....	The Central Michigan Paper Co.
HOUSTON, TEXAS.....	Southwestern Paper Co.
JACKSONVILLE, FLA.....	Antietam Paper Co.
KANSAS CITY, MO.....	Interstate Paper Co.
LOS ANGELES, CAL.....	Sierra Paper Co.
LOUISVILLE, KY.....	Louisville Paper Co.
LITTLE ROCK, ARK.....	Western Newspaper Union
MEMPHIS, TENN.....	Taylor Paper Co.
MILWAUKEE, WIS.....	Standard Paper Co.
NEW YORK, N. Y.....	J. E. Linde Paper Co.
NASHVILLE, TENN.....	Clements Paper Co.
NEW ORLEANS, LA.....	E. C. Palmer Paper Co.
PHILADELPHIA, PA.....	Garret Buchanan Paper Co.
PITTSBURGH, PA.....	The Chatfield & Woods Co.
PORTLAND, ORE.....	J. W. P. McFall Paper Co.
ROCHESTER, N. Y.....	The Alling Cory Co.
RICHMOND, VA.....	Richmond Paper Co.
ST. LOUIS, MO.....	Mississippi Valley Paper Co.
SAN FRANCISCO, CAL.....	Pacific Coast Paper Co.
SALT LAKE CITY, UTAH.....	Western Newspaper Union
SEATTLE, WASH.....	Mutual Paper Co.
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TOLEDO, OHIO.....	The Central Ohio Paper Co.
TROY, N. Y.....	Troy Paper Co.
WASHINGTON, D. C.....	B. F. Bond Paper Co.

**The Lee Hardware Co.
Salina, Kans.**



Mark Well the Mark

Last Call! No business man has ever succeeded by restricting himself to his own local zone of activity. Breadth comes through new ideas. And ideas flow most freely in gatherings of men of similar ambitions. Stock up on 1919-1920 Printing ideas at the U. T. A. Annual Convention, Hotel Commodore, New York City, September 15, 16 and 17. Ask for program—then follow your judgment—to New York.

Reservations will be heavy; better arrange for your own hotel accommodations direct, now!

United Typothetae of America

(INTERNATIONAL ASSOCIATION OF MASTER PRINTERS)

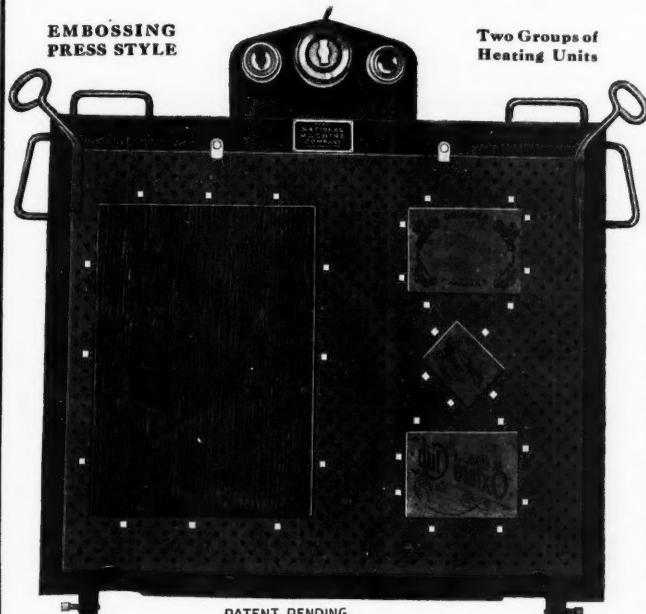
General Offices: 608 South Dearborn Street, Chicago

"Not Conducted for Profit"

MAXIMUM EFFICIENCY, STRENGTH AND DURABILITY

The Hartford Electric Heater for Embossing Dies

**For Hot and Cold Embossing on Platen Presses. Designed Upon Entirely New Lines
and Combines the Best Ideas of Experts**



Ten Big Efficiency Features

1. The heating surface is the full size of the press.
2. It is made like a chase and therefore needs no locking up.
3. The surface plate which carries the embossing dies is detachable and may be lifted in and out as necessary for mounting and registering dies. This avoids disturbing the heater base and reducing the temperature.
4. The heaters are fitted with one, two or three groups of heating units, according to size of heater, so that either division of the surface may be heated without wasting electric current on other divisions not needed. The heating units are easily removed for repair or replacing.
5. The dies are securely held on the surface plate and registered perfectly by our new Bunter Post Registering Screws. They may be moved in any direction a hair's breadth or more as desired, and rigidly held. For dies thinner than $\frac{1}{4}$ in. we furnish our special Eccentric Head Registering Screws.
6. This heater develops a temperature of approximately 400 degrees on the surface of the dies, when mounted on the heater.
7. The heaters shown herewith are our Standard heaters for Platen Printing and Embossing Presses.

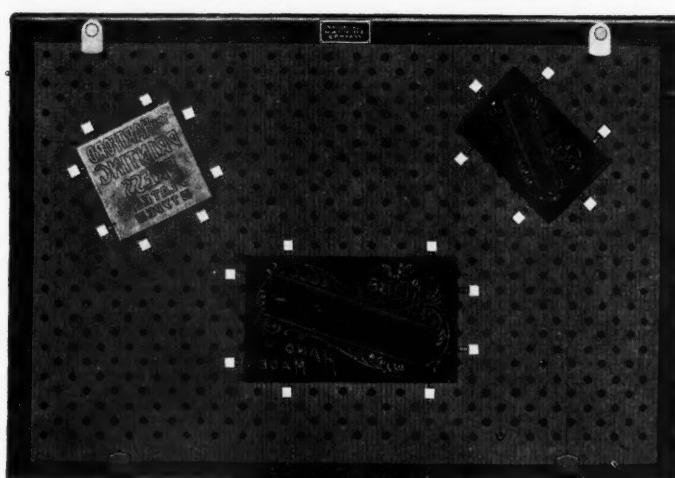
Heaters for the latter presses differ from the larger heaters used on HARTFORD Cutting and Creasing Presses, only in size and number of groups of heating units and switches. The larger heaters, above 17 x 25 in., have handles at the upper corners lifting in and out.

8. Each heater is equipped with cord, cord-connector and the necessary snap switch for connecting and controlling the electric current.

9. These heaters are operated on either Direct or Alternating Current, but the voltage, not exceeding 250 volts, must be stated when the order is given for the heater.

10. No other heater has heating capacity equal to full size of press for mounting large dies, such as those used for the heaviest work, including booklet covers, photo-mounts, cigar-box labels, advertising novelties, etc., or a number of small dies for embossing small labels, etc.

NOTE: Ask for our new booklet, "Hot and Cold Embossing on Platen Presses." It's free to Printers and their Pressmen and Feeders. Full of practical and reliable information.



**Designed and
Manufactured by**

National Machine Company

**111-133 Sheldon Street
Hartford, Conn., U. S. A.**

**Makers of Hartford, National and Liberty Platen Printing Presses and
Hartford Cutting and Creasing Presses and Hartford Embossing Presses**

SOLD EXCLUSIVELY THROUGH LEADING TYPE FOUNDRIES AND DEALERS IN PRINTING MACHINERY.

"Jockeying" for Position!

At the beginning of a horse-race, clever jockeys maneuver about, endeavoring to obtain an advantage at start. They realize they may win the race by getting the "inside track."

In the race for printing business the right start also means a successful "finish"; and the one start that surely puts the printer on the "inside track" is more efficient machinery, which enables him to outmaneuver his competitors by meeting or beating their prices and yet realize a good profit.

A MEISEL ADJUSTABLE ROTARY PRESS

will meet your special conditions, producing complete a variety of forms, accomplishing other operations than mere printing, which with ordinary equipment require supplementary machines and more employees. It gives you the "inside track" in the competitive field, if indeed it does not put you in a class by yourself.

Better let us tell you what Meisel Presses can accomplish; or you tell us what you want to accomplish and we will suggest the particular Meisel press most suited to your requirements.

The Meisel Press Manufacturing Company

944 Dorchester Ave., Boston, Mass.

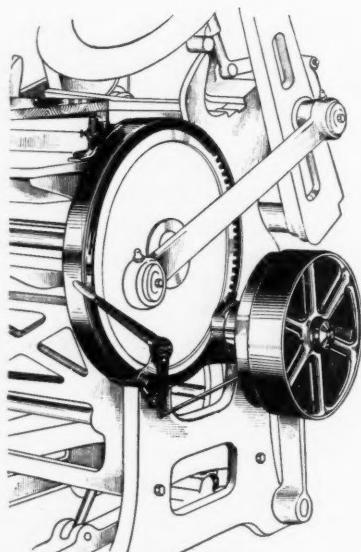
The Spirit of Progressiveness

Rests in the Printer Having a

Horton Variable Speed Pulley and Guard

in his equipment.

It controls the Speed of the Press. Operates with any mode of power. Acts as a Brake. Protects Operator. Promotes Efficiency. Increases Output.

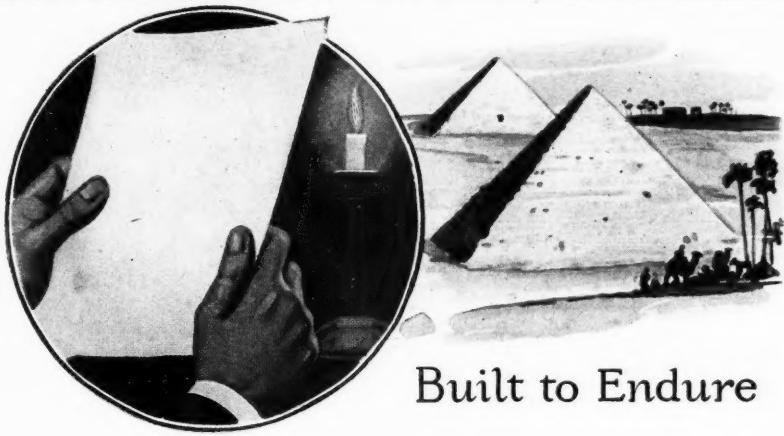


Model R with Upper Gear Guard Attached
C & P Jobber

Under pressure of an ever-increasing demand, we recently doubled our production facilities. We are now in position to guarantee prompt deliveries on all models—counter-shaft and drive-shaft types.

Horton Manufacturing Company

3008-14 University Ave., S. E., Minneapolis, Minn.



Built to Endure

HOLD a sheet of Parsons Defendum Ledger before a strong light, and note the uniform finish and fineness of its texture. There are no "weak spots".

Parsons Defendum Ledger is backed by an independent organization that has been making good paper for sixty-six years. Intrinsically, it has a strength and toughness derived from special manufacturing processes developed in this sixty-six years of experience. It does not quickly yellow or otherwise show its age.

Accidental blots falling on a sheet of Parsons Defendum Ledger may be removed in a

fine powder with the eraser, leaving a smooth, clean surface on which fresh ink will not spread.

Your customers will thank you for recommending Parsons Defendum Ledger to them. Records made on Defendum Ledger are permanent.

Write us for samples and name of nearest distributor.

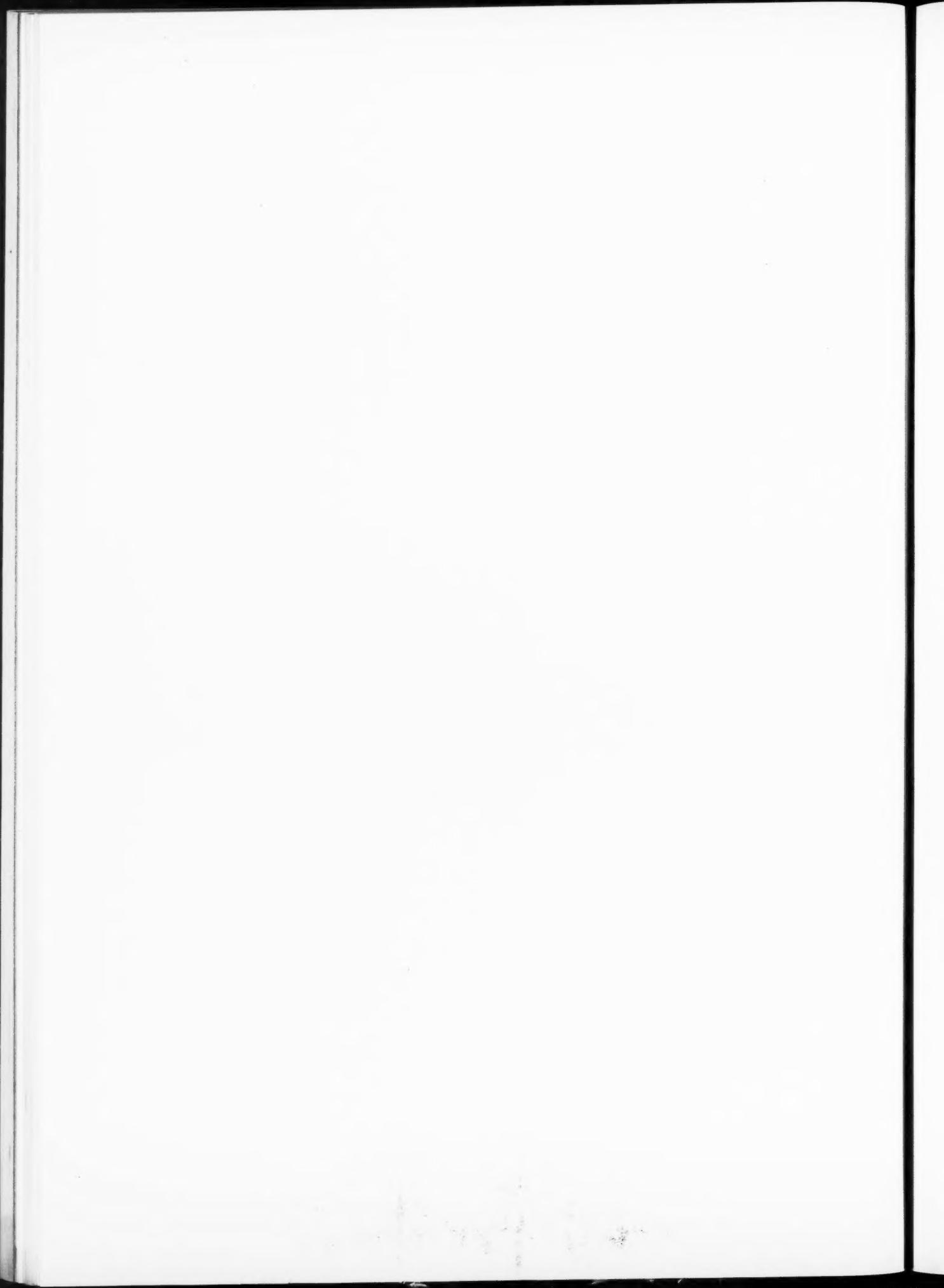
PARSONS PAPER COMPANY
Holyoke, Mass.

One and a Half Million pounds of Defendum Ledger sold last year! More than any other ledger paper made.

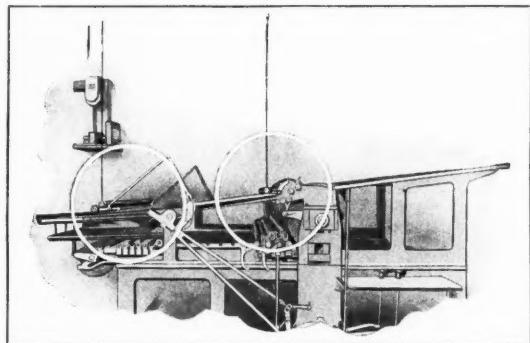
PARSONS

Defendum Ledger for Good Business





Chapman Electric Neutralizer



Prevents Offset

SAVES TIME
SAVES PAPER
SAVES MONEY

If you are one of the Big Fellows the chances are 100 to 1 that your presses are equipped with the CHAPMAN

ELECTRIC NEUTRALIZER. If you are not one of the Big Fellows, the CHAPMAN ELECTRIC NEUTRALIZER will be a big step up the ladder.

Over 6000 presses equipped. Send for list of users.

UNITED PRINTING MACHINERY COMPANY

NEW YORK—38 Park Row

BOSTON—220 Devonshire St.

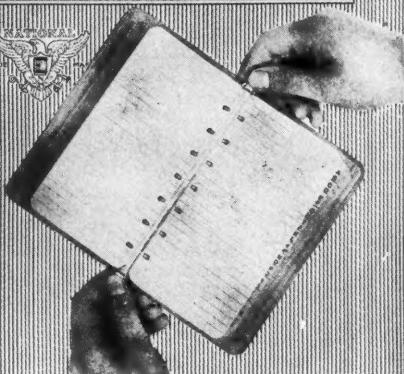
CHICAGO—Fisher Bldg.



NATIONAL BLANK BOOKS



**RING BINDERS
IN SIZES TO MEET
EVERY DEMAND**



TO SATISFY YOUR TRADE

There are National Loose Leaf Books and Ring Binders in suitable sizes and qualities for every possible purpose. These Ring Books are the strongest, most attractive Ring Books made for the price, and by always figuring on Nationals your trade will be assured of complete satisfaction. Ring Book parts sold separately and special sizes made to order on short notice.

Send for folders with complete prices and information.

NATIONAL BLANK BOOK COMPANY
HOLYOKE, MASSACHUSETTS



WHOO' WHOO'
can do
more
?

PRINTERS
MANUFACTURERS
BOOKSELLERS
PUBLISHERS
ADVERTISING AGENTS
PHOTOGRAPHERS
TYPESETTERS
COMPOSERS
ETC.

"INKS . . . REQUIRED
DELIVERED . . AS AND WHEN . . DESIRED"

The Queen City Printing Ink Co.

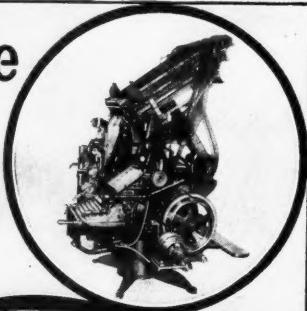
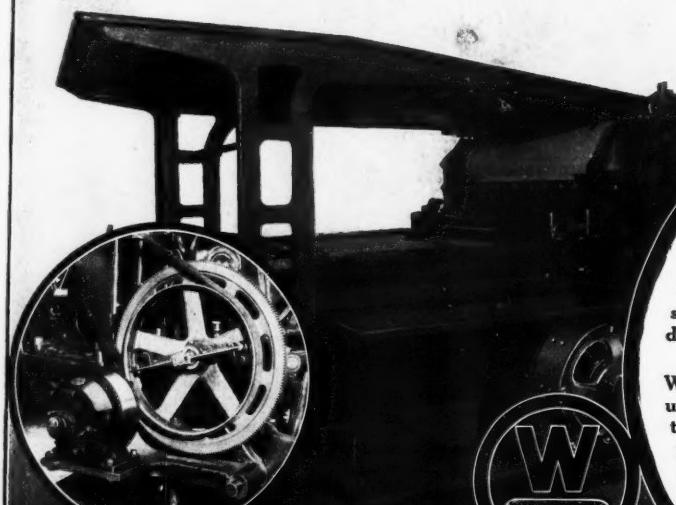
CINCINNATI

CHICAGO
KANSAS CITY
DETROIT

BOSTON
MINNEAPOLIS
DALLAS

PHILADELPHIA
ROCHESTER
ST. PAUL

Cline-Westinghouse Motor Drive for Typesetting Machines



Mr. A. J. Cline,
of the Cline Electric &
Mfg. Co. of Chicago and New
York, said: "We can not afford
to install equipment that does not repre-
sent the best that can be obtained. The
motor and control on typesetting and other
machinery used in the printing trade must be
simple in construction, reliable in operation and
durable in service to come within this class."

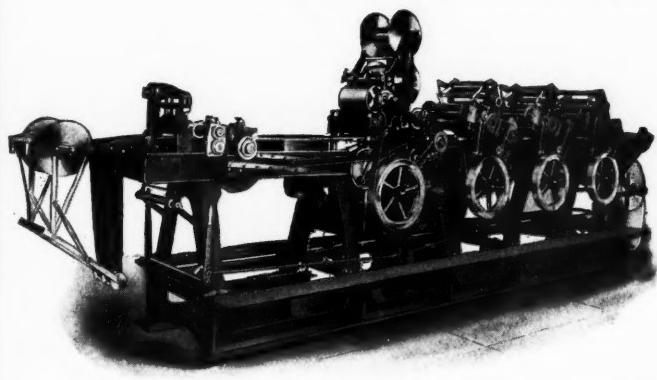
You ask about Westinghouse Motors.
We know that Westinghouse Motors installed by
us have these qualifications. More, we know
that the Westinghouse Motors we use are the
product of many years of experience in the
designing and building of motors, for they
meet the particular needs that this class
of machines requires."

*Write our nearest office for more informa-
tion on these motors.*

WESTINGHOUSE ELECTRIC
& MFG. CO.
East Pittsburgh, Pa.

New Era Multi-Process Press

This is the Era of Specialists
This is the Press for Specialties



This press has standard sections to print three colors on the face and one on the back of the stock, and slitters, punch head and rewind.

5,000-8,000 IMPRESSIONS PER HOUR

Can Be Assembled to Print in ANY NUMBER of COLORS on ONE or BOTH SIDES of stock

Uses Flat Plates or Type

Automatic Roll Feed

Rigid Impression Easy Make-Ready

Splendid Distribution

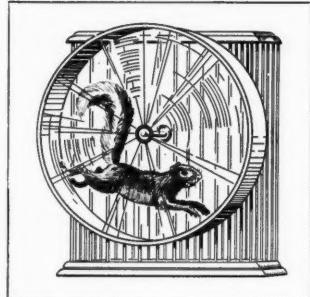
Attachments to Punch, Perforate, Cut to Size and a Great Variety of Other Operations

ONCE THROUGH THE PRESS COMPLETES JOB

Prompt Deliveries of Work Mean Pleased Customers

Ask us what we can do for you along the line that you are considering specializing in, sending samples to show the operations so that we can quote you on a suitable Multi-Operation Press for your work.

Built by The Regina Company Manufacturers of High-Grade Specialties
217 Marbridge Building, 47 West Thirty-Fourth Street, New York City



Why He Doesn't Get Anywhere!

Read on

"A few days ago we submitted a price on a blank job requiring 200 pieces of rule cut to 2, 2½, and 1½ ems. We will have to buy the rule if we get the job. We are frequently asked to submit estimates on this class of work, KNOWING WE WILL NOT GET THE JOB because of the TIME it would take to set the intricate form."

Many printers find themselves confronted with the same problem as the Ohio printer who wrote the above quotation.

Check up for just one month the number of blank jobs that go through your plant that must be set by hand. Figure the loss or excessive cost on them, and then count the number of jobs you lost because your present method would not allow you to compete. The figures will surprise you.

It's poor business to do anything by hand that can be done better and cheaper by machine. Because it eliminates pieced rule, quad spacing and distribution, our system for blank and tabular composition is used in scores of the best print-shops.

If you print catalogs, railroad work, manifolding, tabulated price-lists or statistical reports it will pay you to install this system.

For the proof use the coupon.

Matrix Ruled Form & Tabular Co.
Touraine Building, Fort Worth, Texas

Matrix Ruled Form & Tabular Co.
Touraine Bldg., Fort Worth, Texas

Gentlemen—Enclosed find a few samples of blank and tabular work. Show us how we can save money on the composition of each individual job, setting it on the machine. Tell us why and how your system is superior to others.

Firm name..... by.....

Address

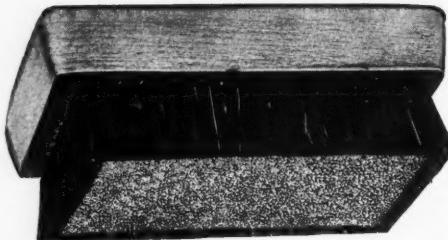
Town..... State.....

Kind of Machines..... Interotypes..... Linotypes.....

Best Brush for Halftone and Type Forms

AMERICAN PLATE BRUSH N° 2

MADE OF FINE SPUN BRASS WIRE. FOR USE WITH BENZINE



Note the rim of bristle. Outside brass bristles do not bend and fray as in brushes without this protection. Size 2 3/4 x 6 1/2.

Each \$2.50 Half dozen \$13.75

MADE ESPECIALLY for cleaning halftones, this brush can be used on the finest shaded or small size type without damage to the fine hair lines. It is a good all-around benzine brush for general use and will be found cheaper in the long run than the best quality of bristle benzine brushes.

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

FOR PROMPT SERVICE

PRINTING MACHINERY AND SUPPLIES

Carried in Stock for Immediate Shipment by all Selling Houses of the AMERICAN TYPE FOUNDERS COMPANY

"AMERICAN TYPE THE BEST IN ANY CASE"

THE NEWEST LINE

HAMILTON STEEL EQUIPMENTS FOR
PRINTING PLANTS

ARE TIMESAVERS

American Type Founders Co.

LOCATION OF SELLING HOUSES

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NEW YORK
PHILADELPHIA
BALTIMORE

RICHMOND
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BUFFALO
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CLEVELAND
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CINCINNATI
MILWAUKEE

ST. LOUIS
MINNEAPOLIS
KANSAS CITY
DENVER
WINNIPEG

LOS ANGELES
SAN FRANCISCO
PORTLAND
SPOKANE

Chandler & Price Presses
Paper Cutters
Hartford & National Presses
Boston Wire Stitchers
Boston Staple Binders
Portland Multiple Punches
Golding Machinery
Hamilton Wood Goods
Challenge Mach'y Co. Products
Lee Two-Revolution Press
Type, Borders & Ornaments
Metal Leads & Slugs
Brass Rule & Metal Furniture
Numbering Machines
Angle Ink Knives
American Plate Brushes
Stapleset Benzine & Lye Brushes
Galley, Brass and Steel
Run-Easy Tape Couplers

**For the Small Work
Economically and Quickly Done—
THE PEARL PRESS**



Six Strong Points of the Pearl Press

1. **SPEED**—not limited. Can be run by foot power 2,500 per hour, and fed easily. With electric or steam power applied this speed can be considerably exceeded on short runs.
2. **Easy Operation.**—Being perfectly balanced and free from all superfluous iron the Pearl requires the minimum of power for operation. It is easy to "kick." A splendid press for breaking in apprentices.
3. **Durability.**—Will last a lifetime with proper care in oiling, and there can never be any lost motion to cause bad register or slurring. Cost of repairs very low.
4. **Strength.**—It is amply strong for all classes of commercial work within the capacity of its chase and for small half-tone work.
5. **Noiseless.**—Even at the highest attainable speed it is free from noise or jar. Can be run in an office building without disturbing the occupants.
6. **Cost.**—There is no investment in the way of printing machinery that will pay better in any job-printing office than a Pearl Press, because of its small first cost, great producing capacity and immunity from breakages. The lowest priced power-press on the market.

Golding Manufacturing Co.

Franklin, Massachusetts

Golding Jobbers, Paper-Cutters, Tools

FOR SALE BY THE

AMERICAN TYPE FOUNDERS CO.

Also Type Foundries and Dealers Generally

**Printing
a Made-to-Order
Product!**

**Why, then, have your capital tied up in
a lot of expensive foundry type that may
be useful today but unusable tomorrow?**

You know that your requirements in the matter of type equipment vary from day to day.

The work itself is different; the customers also change and one will not accept what was satisfactory to another.

Obviously, then, you can not fit out a composing-room with foundry type to adequately handle your business at all times. If you attempt it you are constantly faced with the problem of buying new type and sorts to meet immediate demands; and unless you dispose of it after such use as "old metal" it will represent idle capital and a direct expense in the space it takes up as well as in depreciation. You pocket a loss whether you sell it or keep it.

With the
**Thompson
Typecaster**

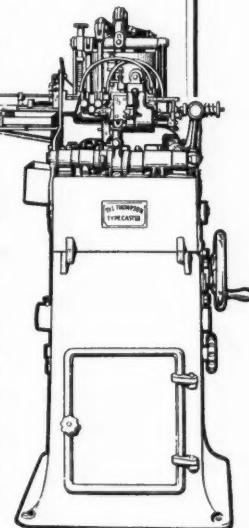
you can keep your type equipment suited to requirements at all times, obviate the purchase of sorts and save in dozens of ways, even in the pressroom where new type for every job reduces the time required for make-ready, increases running time and makes possible a corresponding reduction in pressroom investment and labor.

Then there's the saving in distribution, for with type (from 5 to 48 point), quads, borders, leads, slugs and rules all cast on the THOMPSON, forms may be dumped entire, with linotype slugs, for recasting in sizes and styles required for work in hand.

If you are interested in efficiency and economy in production it will pay you to get in touch with us, for the office without a typecaster is at a great disadvantage in the selling and the cost accounting end of the business competing with the plant that is practicing the non-distribution system.

The Thompson Type Machine Co.

223 West Erie Street, Chicago, Ill.



100° in the Pressroom!

ROUSE ROLLER FANS attached to cylinder presses enabled The Exline Company, Cleveland, to operate overtime, *WITHOUT SHUT-DOWNS.*



No. 1, for No. 4 to No. 1 Miehle Presses	\$20
No. 2, for No. 00 to No. 0000 Special Miehle Presses	\$20
No. 3, for N. 00 to 7-0 Miehle Presses with automatic feed	\$30.00
No. 4, for Miehle Two-Color Presses, with or without automatic feed, 2 fans	\$50.00

SEPTEMBER IS USUALLY A WARM, SULTRY MONTH. Remembering the soft, mushy and melted rollers of other years; the slowing down and stopping of your presses; the poor press-work, delayed deliveries, the dissatisfied customers; you will surely want to fortify yourself against such troubles and losses this year.

ROUSE ROLLER FANS represent the best solution of hot weather roller troubles in the pressroom, and their cost is small indeed compared to the saving in rollers, to say nothing of the saving of time.

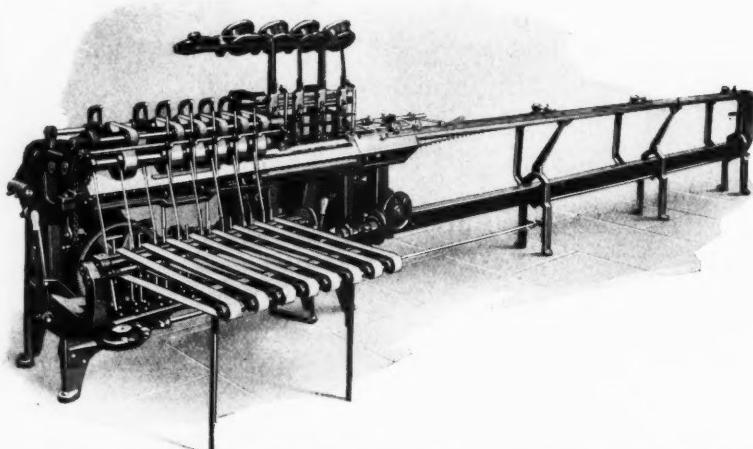
IT IS NOT AN ELECTRIC FAN

No electricity, wire or connections necessary. Costs nothing to operate. It clamps onto the main gear guard of a Miehle press and shoots a stream of cool air down over and *under* the rollers. A pressfeeder can attach it.

Get them now! The sooner installed the sooner they pay for themselves. Remember, your money back if not satisfied.

H. B. ROUSE & COMPANY
2214 WARD STREET, CHICAGO

CHRISTENSEN'S LATEST TYPE STITCHER-FEEDING MACHINE



Do not confuse this machine with our former machines as this is a new design.

Many in operation.

Any number of stitchers can be used.

High speed.

Easy adjustments.

It will save you labor and floor space.

THE CHRISTENSEN MACHINE CO., Racine, Wisconsin

GEO. R. SWART & CO., Eastern Agents, Marbridge Building, New York City

TORONTO TYPE FOUNDRY CO., Ltd., Canadian Agents,
Toronto, Canada

CANADIAN-AMERICAN MACHINERY CO.,
8 Bouverie St., London, E. C.

N-O-S Compound does away with the necessity of slip-sheeting. Why not try it?



PRINCESS COVER on your catalog, with a significant title strikingly imprinted, will compel attention from the most casual recipient.

The surface and quality of *Princess* stock invite the craftsmanship of the printer, and the result is a catalog or booklet unusually attractive and materially assisting the advertising message it covers.

TWELVE COLORS AND WHITE

Send for Princess Sample Book. We will include a copy of Dexter's unique house-organ, XTRA.

C. H. DEXTER & SONS, Inc.
Windsor Locks, Connecticut

JAECKE-AULT COMPANY

**MAKING ONLY
FINE PRINTING AND
LITHOGRAPHIC INKS FOR
THREE-QUARTERS
OF A CENTURY SUGGESTS
THAT WE KNOW
HOW**

**MANUFACTURERS OF
FINE PRINTING & LITHOGRAPHIC INKS**



FACTORY & EXECUTIVE OFFICES, NEWARK, N.J.
BRANCHES: NEW YORK · CHICAGO · CLEVELAND
Our goods can also be obtained from
printers' suppliers everywhere

"First Aid Hints to Printers." Our little booklet just issued is yours if you'll only ask for it.

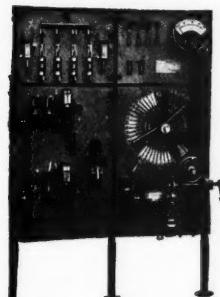
SPRAGUE ELECTRIC WORKS

Manufacture ALL PARTS of a Newspaper Press Drive



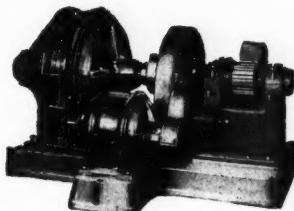
**Push-Button Station
used with
Full Automatic
Equipment**

**150 Successful Installations in
Newspaper Offices
attest
the worth of
Sprague Electric Drive**



**Full Automatic Controller,
Alternating Current.
CR-6230.**

All elements are **co-ordinated**
in one plant.



**60 H.P. Double-Motor Drive,
Alternating Current.**

Send for Bulletin No. 242

SPRAGUE ELECTRIC WORKS

OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street, New York City. **Branch Offices in Principal Cities.**



Please Mention THE INLAND PRINTER When Writing to Advertisers.



The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

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PUBLISHED MONTHLY BY

THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, U. S. A.

New York office, 41 Park Row

Address all communications to the Inland Printer Company

TERMS: United States, \$3.00 a year in advance; Canada, \$3.50. Single copies, 30 cents. Foreign, \$3.85 a year

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.

GOSS MIEHLE HOE COTTRELL SCOTT
 BABCOCK WHITLOCK
 HARRIS DUPLEX
 VICTORIA HODGMAN
 GOLDING POTTER
 AUTO PRESS KELLY
 KIDDER COLTSARMORY
 CHANDLER & PRICE MEISEL STOKES & SMITH HARTFORD STANDARD AUTOMATIC

SERVICE in the Pressroom

*To be Serviceable
Rollers Must be Seasonable*

For clean-cut presswork and continuous service during the variable weather we will have this month, equip each press with a set of midseason rollers of proven quality, such as

[A small illustration of a roller with the word "FIBROUS" written across it.]

"Fibrous" composition is manufactured from a carefully tested formula. Rollers cast from it have excellent ink distributing and wearing qualities.

*We have five completely equipped, centrally located factories.
Order from the address nearest you.*

BINGHAM BROTHERS CO.
(Founded 1849)
ROLLER MAKERS

NEW YORK.....406 Pearl Street
PHILADELPHIA.....521 Cherry Street
ROCHESTER.....89 Mortimer Street
BALTIMORE.....131 Colvin Street

Allied with
Bingham & Runge Co., East 12th St. and Power Ave., Cleveland



THE
ONLY DIFFERENCE
BETWEEN
THE DIFFICULT
AND
THE IMPOSSIBLE
IS THAT
THE IMPOSSIBLE
TAKES A LITTLE
MORE TIME.

Selected

The Inland Printer

LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

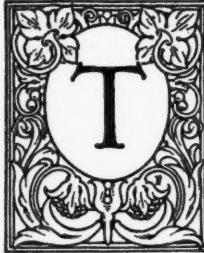
VOLUME 63

SEPTEMBER, 1919

NUMBER 6

GIVING THE DUMMY ITS DUE*

BY DORR KIMBALL—PART II



HE dummy has a valuable service to perform. It is a many-sided service, and nearly every side has some important cost-saving feature. With a dummy before him, the unimaginative business man can grasp the force of a proposed advertisement or booklet. He can make up his mind intelligently on the question of spending his money on printing if he knows exactly how that printing will show up in its finished form.

A valuable service is performed by the dummy in making definite the specifications of the job, so that troublesome "extras" on the bill are avoided.

Extras, nine times out of ten, are caused by the misinterpretation, or absence, of specifications.

A customer asks for an estimate on a sixteen-page booklet. Does he mean sixteen pages and a cover in addition, or sixteen pages, four of which make the cover? To some printers "sixteen pages" means "sixteen pages and cover." To other printers "sixteen pages" means no cover unless you specify "and cover." Therefore, even such an apparently definite specification as "sixteen pages" may be easily misinterpreted and lead to serious consequences.

A customer specifies twelve-point type to occupy ten pages of a booklet $4\frac{1}{2}$ by 6 inches. One printer in considering this specification may allow rather narrow margins and figure the type page 24 by 30 picas, or 720 ems to the page. He estimates 7,500 ems composition. Another printer reading this same specification allows a little more generous margins, and figures the type page 20 by 25 picas, 500 ems to the page.

He estimates 5,000 ems composition. Thus, one printer might figure fifty per cent more composition than the other from the same specification.

A dummy of the proposed booklet, made up to exact size, of the stock suggested, containing samples of the type-matter pasted in to occupy the exact area of the type-page would settle all these uncertainties with ease and definiteness. You have merely to count the pages to be sure how many there are. You have merely to put your pica rule on the sample type-page to find out how many ems it contains.

Ben Franklin tells of a fellow printer who used to "compose" articles directly in type without bothering to write them out.

Such a plan didn't prove successful, so says our first philosophical printer, for the slight amount of time saved on preparing the "copy" was lost many times over in putting delays in the typesetting.

Efficient composition reaches its highest efficiency only when the copy is so thoroughly and accurately prepared that there is no possible delay from uncertainty in understanding what is meant.

Nowadays we are carrying this idea of careful planning a step further. We not only see to it that copy is clear and its meaning unmistakable, but we also head off those delays that might come from selecting the wrong size of type, or the wrong style, or setting to the wrong "measure," by drawing up accurate specifications for the job before the mechanical work of producing it is undertaken.

That is where the dummy comes in. It is the concrete expression of all the preliminary planning on the job. It embodies every minute specification in such a clear and intelligent way that there is little possibility of misinterpretation.

*Copyright by Dorr Kimball.

In fact, the carefully prepared dummy is the only practical way of getting the details of a job in intelligent form to start work.

The crowning advantage of the dummy is that it makes for a high grade of typography.

When a printer deliberately devotes three or four hours to studying out the best arrangement for a given piece of printing, it stands to reason that the resulting job will be more effective than if put through without this careful planning.

When a job goes through the shop, left to its own course, it comes out the joint product of several different workmen, each working to his own standard. Even under the best of conditions this result can never quite equal the job that is the product of the deliberate study of the one man best qualified to decide all details.

With a dummy service in good working order the printer really enters the field of salesmanship. By offering to take an advertising idea in the rough and work out its best expression in type, ink and paper he assumes a direction of the details of the job that at once establishes his position as an authority worth consulting. When he sets a price of \$5 or \$10 or \$25 for drawing up the plan of a piece of advertising he indirectly makes a strong argument that his service has tangible value.

Most printers are in a position to offer a satisfactory dummy service without going to any great expense. Any wide-awake, progressive printer, provided with a carefully accumulated file of advertising illustrations clipped from current magazines, and convenient sample sheets of a couple of good series of type, can produce a dummy of a four-page circular or an eight-page booklet in a couple of hours' time. Such a dummy would show clearly how two thousand words of copy and a half dozen illustrations would be displayed and leave very little to the imagination.

If he is handy with a pencil or brush he can elaborate his dummy as much as he likes, but the main purpose is to get the idea on paper in such shape that it looks like the finished job. Of course he will use a sample of the proposed stock for the basis of his dummy and make his type and illustration samples agree with the kind of type and size of illustration to be used.

When a printer offers a dummy service in this way and puts a price on his work he can not have any strings on it and make his preliminary work contingent on his getting the order for the printing. The customer who pays \$10 or \$25 for having his rough idea put in concrete shape for printing is entitled to make any use he pleases of the dummy.

But it would be rather a poor salesman who would let a printing contract get away after he had been successful in furnishing the working plans.

If the buyer gets prices from other printers and some of these are lower than those submitted by the maker

of the dummy, it gives the alert salesman just the opening he needs to drive home his argument of valuable service.

Suppose a printer has sold a prospective customer the dummy for an eight-page booklet at a charge of \$10 and the customer approves the plan and gets bids on the printing from several other printers. When the maker of the dummy quotes a price of \$300 for 10,000 he is told that another printer has offered to do the work for \$285.

If he is any kind of a salesman, that printer then begins to get into his stride. "What is this seeming saving of \$15? If it were \$50 you could well afford to pay that much for the service of the same brains that prepared your working plan so satisfactorily, in supervising each step of the manufacture of those 10,000 booklets. Do you suppose that any other printer, no matter how conscientious he is, can carry out the ideas for this advertising as well as we can who have already studied every detail of the problem and found its best solution?

"Suppose you gave this job to another printer and furnished him with copy that ran to twenty-four hundred words instead of two thousand as we planned. If he set it up in the type size we specified he would find himself with three extra pages.

"You can't add to the number of pages on this job and still keep the mailing weight to one cent as planned. You can't use smaller type without sacrificing seriously the readability of your advertisement.

"You can't cut down margins or omit illustrations without serious consequences.

"Now what is your printer who hasn't been in on the original planning of this job going to do about it? You can count on it that anything he does will appear as an extra on the bill and it will more than likely be a good deal more than \$15.

"With that job entrusted to our supervision we shall avoid any such predicaments as this. If your copy is too long we shall show you how to cut it down before we set a single piece of type. If you furnish us with poor illustrations we shall be back at you for better ones.

"We have given you our best judgment as to the size and kind of type, the kind of illustrations and the manner in which they are to be printed and you can't afford to do without that judgment on the job until those booklets are safely in the hands of the people you are advertising to. Are you going to risk the whole effect that each of those 10,000 booklets makes on its reader to save one-seventh of a cent on each booklet?"

The dummy can be put on a satisfactory basis by charging for it, by treating it with respect, and using it on every job possible. Backed up by the right kind of printing service it can be made a most profitable feature of a good selling system.

VARIETY, THE SPICE OF BUSINESS

BY WILL H. MAYES



MIDDLEVILLE is just an ordinary little county-seat town with just an ordinary weekly newspaper, or at least the newspaper was just ordinary when the war closed. *The Middleville Sentinel* had been on guard in the sleepy little village almost from "time whereof the memory of man runneth not to the contrary." Jerry Tompkins had been editing *The Sentinel* until he had, although scarcely fifty years old, grown to be "Old Man" Tompkins to all the four thousand people of the town and to most of the twenty-five thousand population of the county in which the paper had a limited circulation.

Apparently Middleville, always drowsy, had gone to sleep completely as soon as its young men were mustered into service and the last good-bys had been said at the station. It raised its quota of all the war funds, held a few patriotic meetings, and settled down to slumber until the war ended, taking it for granted that all business would stagnate as long as the country was at war. *The Sentinel*, being, as it were, the business outpost of the town, was the first to receive the cruel shots of the propaganda that was fired at the business of the country by alien organizations. Its watchfulness weakened with the withdrawal of patronage, and the business courage of Jerry Tompkins flickered somewhat as he found his expenses were out of all proportion to his income.

When his only son, Jerry, Jr., then hardly twenty-one, wrote him from the State University in February, 1918, that he could no longer stand the pressure upon his conscience, but must go into training for service, and that he had selected naval aviation, "Old Man" Tompkins aged ten years overnight. He would not have had his boy do otherwise than respond to the call of his country, and he was glad of the decision he had made, but — oh, well! no one but a fond father or loving mother can know just the feeling that stirred the heart and disturbed the mind of the elder Tompkins, who had been dreaming almost from the boy's infancy of the day when he would graduate from the best school in the State and take over the management of *The Sentinel* or else go to one of the large city papers where opportunities for service might be greater.

When the country awoke on that momentous November morning to find that the armistice had been signed, Jerry, Jr., had just graduated from the ground school at Cambridge. The Government offered him the option of an immediate discharge or of completing

his training in flying. While he was anxious to secure his commission and his "wings," the young man had observed, in the papers he had received, the constant downward trend of *The Sentinel*, and he felt that, since the country no longer needed him, his duty then was to his father, who for many years had sacrificed so much for his education.

He took the first train for home and to the great joy of his parents "reported for duty" in the dingy little newspaper office in Middleville. It was not without a series of struggles that he did this. There was the lure of the flying-field to which he had looked forward; there was the sacrifice of the commission for which he had worked and studied; and then, with his university training and his keen observation in the big Eastern city, there was the ambition to enter the broader field of city journalism, where opportunities for success and distinction seemed so much better. But the same sense of duty that had called him into the service of his country took him back to his father's office in Middleville, where he reasoned he could stay until he had helped to resuscitate *The Sentinel* and encouraged his father to continue the struggle.

"Old Man" Tompkins was not unaware of the sacrifice the boy felt called to make and he knew something of the feeling that prompted it, yet he felt powerless to continue the fight alone in the face of such odds and with Middleville so fixed in its seeming determination to go from bad to worse. *The Sentinel* had been a six-column quarto paper, but the war had reduced it to four pages, and these contained scarcely enough business to pay for their printing, leaving practically nothing for the support of the Tompkins family. The news feature of the paper consisted of a brief summary of the general news, chiefly pertaining to the war, a couple of columns of insipid "personals," and an editorial column that reflected the general repose of the village. The rest of the paper was given over to "plate miscellany."

To Jerry, Jr., the outlook seemed almost as hopeless as to his father, after he had spent almost an entire week in a vain effort to secure some additional advertising. To every argument he advanced to the business men there was the response that the business outlook did not justify any additional expense and that "the people of the country know us well enough anyway."

But the young man had the enthusiasm of youth, the confidence created by a liberal education, and the energy engendered by rigid army training. Besides, he had caught the spirit of business optimism he had seen and felt everywhere since he had left Middleville for

school. He refused to be discouraged, but began to formulate plans to catch the napping town — some of the plans he had heard suggested while studying journalism at the University.

He first called upon the local photographer and arranged to get a photograph of the oldest merchant of the town, after he had explained the use to which it was to be placed. Then he managed to get the merchant, while in a reminiscent mood, to tell him something of his life story. The next week the front page of *The Sentinel*, under a box head, "Middleville's Leading Business Men," carried a good single-column cut of Jonas Marks, and a column of his personal history and his business experiences.

"Put on an extra hundred papers as an experiment," directed young Tompkins, as he glanced rather proudly over the front page and wondered what Marks and the town would think of this unheard-of enterprise on the part of *The Sentinel*. It was not long after the paper was on the streets before Marks dropped into the office and with an indifferent air said to the elder Tompkins: "That was a great trick the boy played on me, wasn't it? But he got the facts about right and that picture doesn't look bad for an old fossil like me. Have you got any extra papers?" It wasn't long until a five-dollar bill had been exchanged for the hundred papers left over, *The Sentinel* agreeing to mail them to a list of names furnished by Marks, most of them going to his former home. As the forms had not been taken from the press, Jerry, Jr., ordered another hundred copies printed.

A few days later he dropped into "Marks' General Merchandise Store" and said, "In some way the foreman had another hundred of those papers left. Wouldn't you like to have them to hand out to some of your old customers when they come in?" "Sure thing," replied Marks. "Some of the old fellows here that have known me a long time might like to see that picture." Another five-dollar bill went into *The Sentinel's* treasury.

The photographer was so pleased at the line, "Photo by Stein, Middleville," under the picture that he agreed to furnish all the photographs the paper might want, with the same credit given him for each of them. The next week the oldest banker's picture appeared in that column, but young Jerry this time had taken the precaution to arrange in advance for the sale of two hundred extra papers to the banker. The "Leading Business Men's" column at once took its place as a popular feature of *The Sentinel* to which all the town looked and which became talked about throughout the county. Every column was good for a sale of at least a hundred extra papers, and placed those who were favored with a "write-up" in a fine mental attitude for increasing their advertising space. Business began to pick up at once.

Soon after the second picture appeared in the paper, one of the prosperous farmers of the county dropped into the office and said: "Say, I kinder like those pictures and stories you are running about these Middleville men, but why don't you take a little notice of us farmers?" That gave Jerry, Jr., the idea and he at once started a "Prosperous Green County Farmers" column. It didn't sell as many papers as the other, the farmers usually spending only a dollar or two for papers, but the notices largely contained accounts of the successes of the farmers in the county where they had settled, and as Green County was seeking settlers, the papers sent out on these lists brought a number of subscriptions from their former neighbors who were anxious to know more of the wonderful country in which Bill or Tom, Henry or Jim, had thrived so richly.

But the happy thought that overflowed the front page and necessitated a return to an eight-page paper was the "Returning Soldiers" page, in which pictures of the soldiers and sailors in their uniforms appeared, along with brief accounts of their war experiences. From six to eight of these were used every week and every one was good for at least fifty papers and a permanent subscription from the boys themselves or their parents. The circulation of *The Sentinel* was then jumping rapidly, the paper being looked for eagerly by people who had never before been interested in it, and merchants were becoming anxious to have their advertisements attractively displayed in a newspaper that they heard so many people talking about in their places of business.

Along in February a young man was added to the staff, for Jerry, Jr., and father were having all that they possibly could do, and the country was offering an inviting field for new business. The country schools were in the middle of their terms. Notices were sent out to each of these that on a certain day a representative of *The Sentinel* would take a photograph of the teachers, students and patrons, and would be glad to have all of them at the school for that purpose. Using a motorcycle as a time-saver, and equipped with a camera, the paper's representative is now visiting each of the seventy schools of the county, taking group pictures with the buildings as backgrounds, and gathering data for a write-up of the schools. He never fails to ask, though, how many copies will be wanted, and incidentally takes all the subscriptions to the paper that he can secure.

This feature has been running for a month now, three illustrated school articles appearing each week. In immediate returns each article is good for the sale of about two hundred extra papers and brings about ten new subscribers, and every week shows that additional subscriptions follow the publication of this school feature in each community. The people in

each school district seem anxious to see the pictures of the other schools and to know what will be said about them in *The Sentinel*.

As a result of these marked departures from the beaten path in which it had been slowly moving toward bankruptcy, *The Sentinel* has in four months increased its subscription circulation about four hundred, has sold an average of three hundred and fifty extra papers each week, has doubled its size, and has more than doubled its advertising space, even at the fifty per cent advanced rate that was put on soon after business began picking up. There is no longer any room for "plate miscellany" or insipid personals in the pages of *The Middleville Sentinel*.

When Jerry Tompkins, Jr., was at the University, and gave me data on which this article is based, I asked him how he liked country newspaper work, and if he still desired to enter city journalism. "Middleville for me, every time," was his prompt reply. "The city work is too slow for me. I want to be where I can have some initiative of my own, where I can feel that I amount to something, and where I can keep the people, and myself as well, guessing what I am going to spring next. I am just getting into the swing of things over there, and it is the most interesting game I have ever tackled. I have a hatful of ideas to work on just as fast as I can get to them, and I find that the public likes variety and is willing to pay liberally for it."

PRINTING—AND ADVERTISING

BY SPENCER A. PEASE



HE time will never come when the printer must offer the services of an advertising agency in order to get printing orders. But the time has come when a few printers have commenced to realize that in the sale of printed matter, ninety-five per cent of which is sales-making literature, they must have something to sell besides paper and ink.

Ordinarily, the solicitor of a reputable printing-house will know pretty well just when certain spring or fall catalogues are up for bids. He knows how many broadsides, and in about what quantities, were run last year. If the purchasing agents or advertising men have not changed, he has every reason to be assured an opportunity to bid on just that work for this year.

But a few of the tactics of his brother worker, the advertising solicitor, would be helpful.

When an advertising man, be he a representative of an agency or the free lance producer of direct-sales literature, wants the business of a certain manufacturer of good credit rating—when he decides that he wants that business—he *plans*.

He doesn't go in and sit with his hat in his hand and say, "Now I can do your printing better, cheaper, quicker, than any one else."

He first gets an idea of some sort as to the class of material the plant produces.

As an example, a Western advertising man dropped into an obscure manufacturing plant the other day and had a chat with the advertising man. This is what he said after handing in his card with his customary greeting:

"Now, Mr. Marks, I don't know a thing about your business. Will you take me through the plant and

let me ask some questions? Then, in a day or two I want to come back and ask some more questions and tell you what I have found out about advertising your products."

The questions he asked brought out one point that had never been considered at all before. This plant, a foundry, had a product they were advertising. Two-thirds of the product was manufactured by some one else, so their own plant produced just one-third. And that same one-third they sold also to the manufacturer of the two-thirds, so he could come into the market with the identical article and compete, with, of course, the better end of the deal, having two-thirds of the investment at stake.

As a result, the campaign was arranged, and the advertising planned, to get the buyer to specify to his jobber the one-third of the article, and let the buyer decide what make of article he would buy to go with this one-third. The article in question was a table, the legs being made by one plant and the top by another.

Now, a printer from the same city, a friend of the advertising man, also called at this plant. When he came in he figured. Sometimes he lost, and sometimes he made a mistake in figuring his stock and got the job. But when he did get a job he came in with the proof and said, "How do you like it?" in a tone of voice that indicated he did not believe in it himself.

This one customer constantly wrote his copy after the proof was submitted, and, as the job was a price job, he couldn't be billed for corrections if the salesman ever expected further business.

But now the position is changed. The salesman, on a tip, went in with a suggestion one day for a sales argument for the use of the product, and he sold a broadside of a different nature. He believed in it. He wrote some of the copy, and he believed it was good.

When he took in this proof he laid it on Mr. Mark's desk; and he didn't sneak out, but he planked it down and said, "Isn't that something like?" and he meant it.

As a result he is now a printing salesman. He believes in his merchandise, as any good salesman should, and he knows that mistakes will happen and differences of opinion occur. And when one man says he works for the cheapest, worst plant in the Northwest, he resents it, and tells some smart buyer a few facts about printing that are news to the ordinary buyer. And he's liked and his business grows, for, as one man says, "Now take Brose there, he knows something about what printing is for, and I don't have to ask a price every time he comes in the door, for he is producing something more than printing for me, and I know what he asks is a fair price for what I get."

This isn't a fiction story in the *Saturday Evening Post*, but a real honest little "take" of something that happened since the first of January this year, in the State of Wisconsin, not far from Chicago.

Remember, several men claim the honor of having said, "You can't get something for nothing," but there are a lot of people today who can not claim the honor of having proved it.

Try selling something with your printing ability and you'll prove it yourself. The printer today is a purveyor of ideas, and they are as salable and as tangible as the work of the masters, whether they be elaborate productions in color or the simplest forms of printing in black and white.

Sell ideas — the compositor and the pressman will take care of the rest.

PUTTING "SELF" INTO THE SELF-FEEDER

BY EDWARD A. SEAGERS



INE times out of ten, when the job-printer buys his first self-feeding platen, his one insistent demand is for *speed*; whereas observation has shown that continuous production is the thing to aim at. The average press-feeder can operate any platen-press at its limit of productive speed — for a short time; but since flesh and blood can not compete with the steady, untiring regularity of a mechanical feeder, the "iron man" always wins out in the end, and it is those extra thousands of impressions, day in and day out, that make the self-feeder worth its salt.

But there are snags ahead. And because the printer's first venture into the automatic field is apt to prove disappointing, I will endeavor, in this short article, not only to point out some of the difficulties likely to crop up in the operation of an automatic platen-press feeder, but to suggest several corrective measures that have proved themselves practicable in a great many instances.

Broadly, then, there are three things which hinder production on a self-feeding platen — first, time lost in fussy make-ready and incorrect adjustments; second, carelessness in the preparation of the stock or slip-shod feeding; third, the spasmodic working of the automatic mechanism itself.

All self-feeders have the same basic things — air vacuum, adjustable mechanical movements, automatic throw-off, self-registering guides, etc.— so that "feeder troubles," on analysis, will be found to bear a striking

family resemblance, and a corrective that fits one particular machine will, with slight adaptation, apply to all of them.

Eliminate the False Moves.

The very essence of continuous production is the elimination of false moves. Since the elimination of false moves must begin with the preparation of the form for printing, I wish to say here that I am not attempting to add anything to the theory and practice of make-ready. That has been covered thoroughly in the past issues of *THE INLAND PRINTER*. I am here interested only in the time-saving method by which make-ready may be applied to a self-feeding platen.

Put your make-ready, whenever possible, on the back of the form instead of attaching it to the tympan. The form can be lifted from a platen-press in about one-half the time it takes to lift the feed-table or swing the feeding mechanism aside, loosen the tympan-clamps, and raise the top sheet. Furthermore, the operator who develops the habit of keeping his tympan as free from make-ready as possible, and thereby uses the same tympan for several successive jobs, will produce more work in a given time than the pressman who mutilates his tympan with slashes and patches and is compelled to provide a fresh one for every job. And these minute-saving stunts are the little boosters of your output.

Whenever a pressman is tempted to be fussy over his make-ready he should remember that time is the one thing that he can not duplicate. An extra half-hour spent in fastidious make-ready can not be recalled. And, in these days of mechanical typesetting and non-distribution, whenever it becomes a question of saving

wear on type or of saving time — within reasonable limits — save time. This is not intended to be an encouragement of sloppy make-ready, but a warning against fastidiousness — and against minute-snatching fussiness. In other words, greater production is not to be gained solely by speeding up the press, but by shortening the time of preparation as well.

The average printer falls down on production because he treats his automatic in the same tolerant fashion in which he handles his slower hand-fed presses, under the easy-going feeling that extra minutes spent in preparation on each job will, somehow, be made up by the superior speed of the new press. The experienced operator, on the other hand, works as swiftly as possible, knowing that every minute saved means forty to fifty impressions gained. Yet he enjoys more actual leisure than the fussy fellow who is always behind, for once his press is in motion he can take it easy, and he has gained sufficient time to plan ahead for the next job.

Planning Ahead for the Next Job.

The habit of planning ahead is important. Suppose, for instance, three jobs to be run in succession are: A letter-head, $8\frac{1}{2}$ by 11 inches; a note circular, $5\frac{1}{2}$ by $8\frac{1}{2}$ inches, and a handbill, 6 by 9 inches. If the letter-head is fed head down, the gages will be set for eight and one-half inches; then the note circular should be fed sideways, the gages remaining at eight and one-half inches, while for the handbill, worked sideways also, there is a shift of only half an inch to accommodate its length. The back gage in each case is altered, but as this gage is merely to hold stock up to the feeding edges, less time is required to slide it from one extreme to the other than when shifting the side gages, which affects the register of the job.

Adherence to some system of lock-up will be found to be a regular little time-saver. Decide upon the position in the chase in which forms are to be locked which will necessitate the fewest adjustments on the press. Give the stone-hand a gage to work by, and insist upon every form for your press being locked in the same relative position — in center of chase, at bottom edge, or at right or left. This plan saves time, since the operator knows beforehand the exact position in which a form will be locked, and he can, therefore, go ahead and adjust his gages and set the feeding mechanism before the form leaves the stone, if necessary, since a sheet of the stock is all he requires to get approximate position.

Preparation of Stock.

"The better the stock, the better the run," has become almost a proverb with automatic operators. The reason is obvious. Coated or bond stock of good quality lies flat and presents a smooth, level surface

for the suction-valves to grip. The most exasperating experience in self-feeder operation is when the mechanism works in fits and starts, running smoothly for a few minutes, then either missing several impressions altogether or else picking up two or three sheets at a time. Investigation will show that the trouble usually lies with the stock. Wrinkled sheets, turned up edges, hills and hollows in the pile, all combine to destroy the air vacuum, since a depression in the stock, coming opposite an open valve, will allow the air to leak away, with the result that the top sheet is partially lifted by the failing vacuum, then dropped, or else dragged cornerwise into the press. The remedy is to close the leaking valve and straddle the depression by opening another valve to right or left.

Therefore, time spent in the careful preparation of stock for feeding is never wasted. Remember that stock with clean-cut edges, which has been squared on the cutter, is "pie" for the mechanical feeder. The nearer you can get to the flat-lying, even character of good stock the more efficiently your machine will work. With sheets that refuse to lie flat, the only thing, of course, is to bend or roll the stock in an opposite direction so as to counteract the fault.

Before placing stock on the feed-elevator, make it a constant practice to comb sheets thoroughly in order to discover portions that are clinging together, corners that are interlocked, edges that lap through being cut with a dull knife, torn pieces that will cause an offset unless removed, and the hundred and one things peculiar to stock that has not been examined.

When feeding small jobs, have stock cut two on. Often this will eliminate a shift of gages, as in the case of the note circular following the letter-head, when job can be printed on the letter size sheet by having form imposed to work and turn. It will be found that the job can be fed twice through the press and completed in less time than if gages, grippers, etc., were altered to accommodate the smaller sheet.

Light Suction, Few Valves, Low Pile.

There are three essentials that should be kept in mind as a working foundation for all self-feeder adjustments: Keep air suction as light as will lift the sheet; use as few suction-valves as possible; keep pile of paper regulated so that top sheet of pile is as far below suction-valves as strength of vacuum will permit. All three are precautions against the playful habit, common to even the best mechanical feeders, of lifting more than one sheet at a time. The idea behind light suction and few valves explains itself. Keeping the pile low compels the suction-valves to give the top sheet a decided lift upward before drawing it forward to the guides. Otherwise, if mechanism is allowed to press down hard upon top of pile at each revolution of press, and suction is strong, there is a likelihood, especially at

high speeds, or more than one sheet being drawn up at a time. An adjustment that permits the mechanism to barely kiss the top sheet will be found to be the best all-around working arrangement.

A safe rule is: "The flimsier the sheet, the lower the pile." There are mechanical feeders which have a special device for blowing a current of air beneath the flimsy sheet just as the feeding edge is being lifted, permitting the top sheet to be more easily separated from the pile. In the absence of a similar device, the operator's best plan is to keep the pile low — in fact, keep it so low that the suction-valves do not actually touch the sheet, but have to suck it upward as much as an eighth of an inch for very light stock.

A Trustworthy Throw-Off Is Vital.

If there is one thing about a self-feeding mechanism that should receive particular care and be kept in apple-pie order, it is the automatic trip. A self-acting trip that can not be depended on absolutely is an abomination, and should not be tolerated for an instant. It kills at one blow the entire efficiency of mechanical feeding. For this reason it should be tested frequently, so that the operator may know positively that he can turn his back while the press is in operation, without the fear of finding a lot of spoiled work on his return.

Every Job a Register Run.

Another thing I would impress upon the ambitious operator is the value of a habit of careful register. Since all automatic guides are self-registering, no time is lost, when setting margins, in using care and treating each job as though it were a two-color run. A habit of accuracy will soon become second nature, and the operator will escape the humiliation of some day trying to register a job that has, unexpectedly, to go through the press a second time, but which was carelessly handled the first time through.

Don't Tamper With Permanent Adjustments.

Never, under any circumstances, allow any one to alter a permanent adjustment on your self-feeder. There are certain adjustments that have been set permanently at the factory in the position that experience has shown to be the best. They should never be changed. More automatic machines have been condemned because of tinkering by some impulsive idiot, suffering from "monkey-wrench itch," than were ever discarded because of mechanical defects. Nor should special attachments be removed from a press because there happens to be no call for them at the moment. Observation shows that parts that have been removed become damaged, and often when the particular job for which they were intended comes along, the labor-saving device is forgotten, and the job is usually run in a makeshift fashion without it.

Observation the Big Factor in Success.

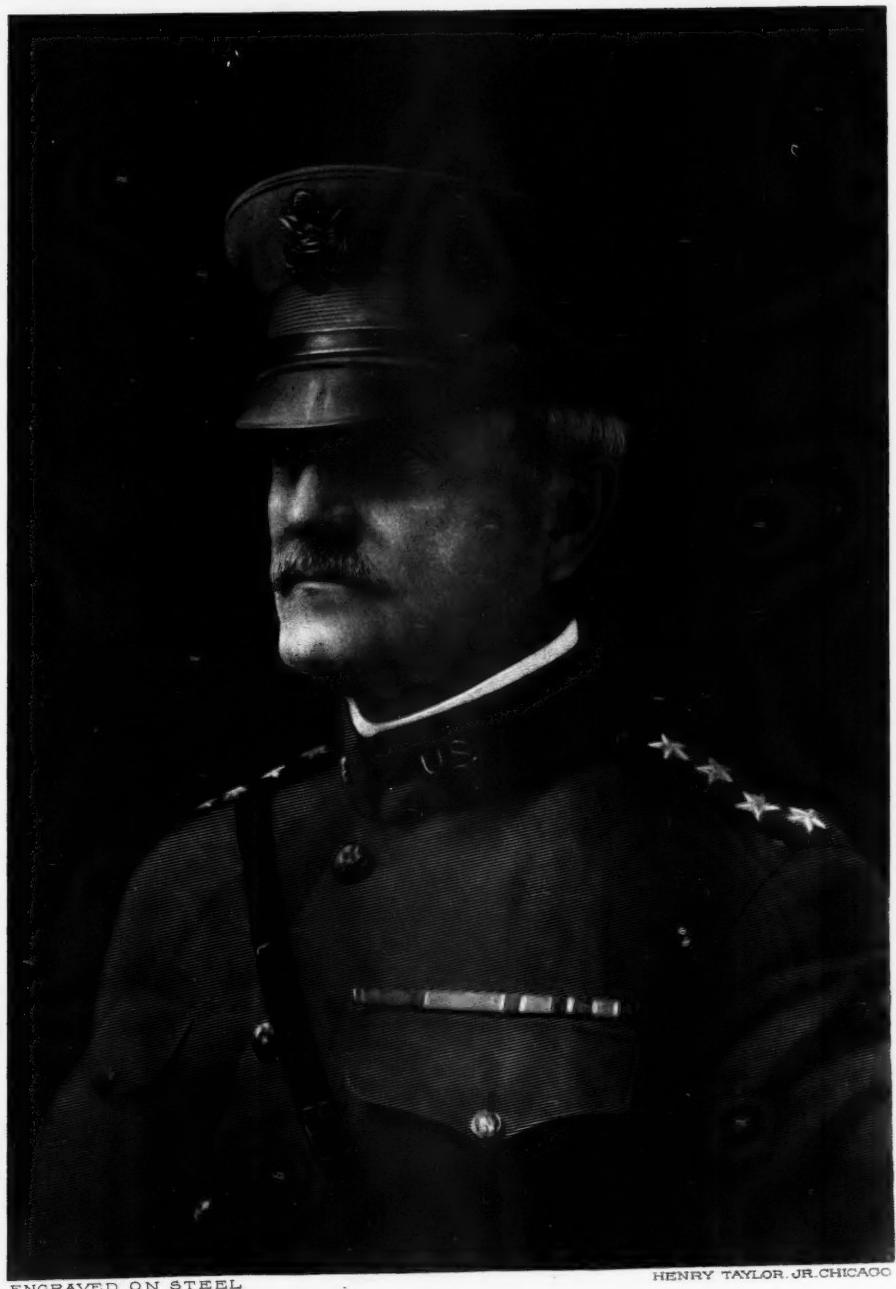
Be on the lookout for possible improvements. On those rare occasions when everything is running smoothly, and Miss Self Feeder and Mr. Platen Press are singing a duet, instead of strutting around with the grand feeling of being an expert, and that "there's nothin' to it," now is the time to observe your mechanism closely. Try to discover if it is the adjustments, the stock, the character of the job, or a combination of all three, that is responsible for the happy mood — *then endeavor to duplicate the same condition on future runs.*

Getting in Tune With the Mechanism.

Finally, if you would escape the monotony of the daily grind, look for the romance in your work. It is there, if you will but open your eyes. Get the feeling of being a pioneer in a new field of achievement. Try to imagine the obstacles that faced the inventor of a sheet-feeding mechanism, and then observe how he overcame them. In almost every line of manufacture, from pins to automobiles, where automatic machinery is used, the material handled by any single machine is uniform; but an automatic sheet-feeding mechanism is compelled to handle material that, in pliability, weight, thickness, texture and general crankiness, gallops over the whole bagful of extremes; and it is these inequalities that it must adjust itself to, from job to job, in order to be successful. Therefore, a study of the way in which these extremes were met is the one royal road to a knowledge of how to obtain the highest efficiency from any self-feeding apparatus.

The vital things in adjustment are: Control of air suction from zero upward; timing of air-pump stroke; selection of number of air-valves in use; regulation of height of stock pile in relation to suction mechanism, and selection of manner of pick-up, ranging from straight lift (as employed on cardboard) to a forty-five degree twist (when feeding flimsy stock). These are the agencies that enable the machine to adapt itself to the character of the job being printed. In short, they are the life of your self-feeder, and on the skill with which the operator can make correct adjustments depends the efficiency with which the mechanism performs its work. Figuratively, then, the self-feeder is only as good as the man behind it. But this daily battle between the ingenuity of the operator, with these controls under his finger-tips, on the one hand, and the "mulishness" of paper stock on the other, is the thing that gives zest to the most common run of work.

And in time learn to love your machine; for, loving it, you will give the best there is in you — and get the best in return. In other words, you will reap a harvest of increased efficiency because you have been putting "self" into the self-feeder.

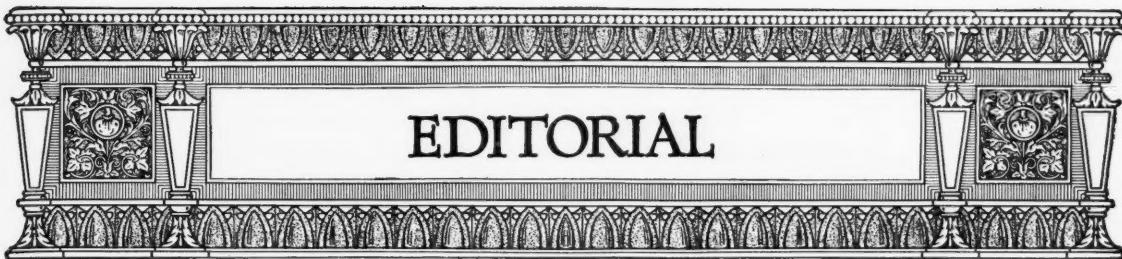


ENGRAVED ON STEEL

HENRY TAYLOR JR. CHICAGO

John J. Pershing





EDITORIAL

THE assistant secretary of the Department of Agriculture recently stated that "during the past two years the methods of production and conservation employed by farmers of this country have advanced twenty years beyond what they would have been during peace times." This is not the only field in which remarkable advancement has been made. It might well be said that the same statement applies in many other lines of industry.

PROBABLY no series of articles which we have presented to our readers has created the amount of interest that has been shown in the present series entitled "The Costs of Job-Printing." This emphasizes the wide-spread interest that has been aroused in the subject of costs throughout the country, and, in fact, abroad, as many requests for further information have been received from foreign fields. Mr. Porte, the author of the articles, is doing an important work for the whole printing industry, and THE INLAND PRINTER is particularly pleased to be able to present the tables and scales that he has compiled. These are the result of many years of work, and to them Mr. Porte has devoted a great amount of time, burning the electric light far into the night. Letters from every part of the country and abroad have come to us, commending the articles and asking if the tables can be secured, and also stating that the writers have started the "Recipe Books" recommended and intend keeping them up. In this issue Mr. Porte shows how similar tables may be compiled and more accurate results obtained in estimating the costs of commercial printing. We are certain that the remaining three articles of the series will prove even more valuable than those that have preceded. Our readers will be interested in learning that word has been received from Mr. Porte stating that despite the ever-growing demands upon his time he is planning another series of articles for next year, as he feels in giving them to the printers through the columns of THE INLAND PRINTER he is doing something that is decidedly worth while.

Important Announcement to Our Subscribers.

During the period of the war THE INLAND PRINTER, in common with all other publications, was forced to stand continual increases in the costs of production all along the line, from the paper and printing to the postage for delivery. It has been our effort to overcome these increases, so far as possible, without adding to the burdens

of our subscribers, in the hope that conditions would return to their normal level. On the first of July we were forced to meet another increase in the second-class postage rates, and still another is due in the near future. Our hopes that conditions would be modified and thereby enable us to continue at our present subscription rates are now impossible of fulfilment, as it is an assured fact that costs of doing business will not be decreased, but, if anything, will go further upward. Knowing our subscribers would prefer to have us maintain the present high standard of THE INLAND PRINTER and the service rendered through it, rather than to decrease the value of the journal to our readers in order to offset the increased costs of production, it becomes necessary for us to make an increase in subscription rates, to take effect November 1, as follows: One year, \$4; single copies, 40 cents. Canada, \$4.50 a year. Foreign, \$5 a year.

Modernize the Equipment.

Printers and publishers are continuing to increase their facilities for service, according to reports that have been received from all quarters. They are also adding more equipment for the purpose of increasing the efficiency of their plants. All of which indicates constant growth and development, an encouraging sign.

The times demand increased efficiency in production all along the line, in methods of handling work and in equipment for producing it. Customers are looking for service now as never before, and in many instances brought to our attention they have placed service ahead of price, which is also encouraging. The printer who is best equipped to render the needed service is the one who wins out.

It is also noticeable that a large number of printers are improving their facilities for delivery service by adding motor-trucks, and, in some of the larger establishments, trailers have been added to increase the capacity of the trucks. This brings to mind the advantage to the printer of this modern method of delivery service, making possible a great saving of time in getting the product to the customer, and permitting a far greater number of calls each day, as well as the advantage of making deliveries at greater distances.

With the wide range of trucks now on the market, from the small one-ton to those of larger capacity, the printer can not be at a loss to select one suited to the size

of his business, or at a price within his means. The saving of time in making deliveries and the added satisfaction given the customer through the quick service are features that strongly recommend the motor delivery system.

To meet the demands of the present time — and it is evident they will be extended and increased in the future — printers should give serious thought to the condition of their equipment. With the rapidly changing conditions, obsolete machinery can not compete with that which is modern. Labor-saving equipment is in greater demand than ever before, especially in view of the shortage of help that has been so greatly in evidence.

The Call for Brains.

The call for more brains seems to predominate throughout the industrial world at the present time. This call was emphasized in the printing industry throughout the entire educational week inaugurated by the United Typothetae of America during the month of June, the sum and substance of the addresses delivered in the different parts of the country at that time being the need for more care in the selection of apprentices and better and more careful training of those already in the industry in order that we may have a higher degree of skill among the workmen and more efficient executives. In order to keep pace with the increasing complexity of the industry, this is of vital importance. It is a good thing to know that the educational week is already bringing results.

The call for more brains in the business world is also voiced by the *Manufacturers' News* for July 17, under the title, "The World Needs Brains," as follows:

China has almost more people than it can feed. Japan is like the old woman who lived in the shoe. England is so disorganized that its Government is still serving rations. France is putting up bars against foreign manufacturers in order to furnish work for its own citizens. If, with a good field-glass, you could stand on the balcony of the planet Mars and could see our world revolving and analyze its situation, it would show a very spotty condition.

What the world seems to need is a general manager. Where there is a surplus of raw material he would order it to be transported to some locality where there is a scarcity, and he would pick a couple or three million Chinamen by the nape of the neck and plant them in the United States, and he would do a lot of other things, too. He would stop the public utilities commissions from trying to make the public believe that wages could be increased when the receipts are less than the expenditures. He would point out that blood could not be squeezed from a turnip.

Now it seems out of the question to have a general manager, and the next best thing, it seems to *Manufacturers' News*, is the appointment of a commission of the best business men in the world to help straighten out the tangle. The Illinois Manufacturers' Association several years ago tried to get President Wilson to appoint a commission to take up with the business men of other nations these important questions, and while His Excellency concurred in the idea he did not ask Congress for the authority to appoint the commission. We would like to see the industrial men renew their request. Now is the time for cooperation. Now is the time to sit steady in the boat. The occasion is not propitious for the knocker and there never was an era or an epoch or any other cycle of time when there was more need for brains.

Some months ago we set forth in these columns a plan for the appointment of a supreme court of business, a body of business men who have attained marked success in their fields, which would have the responsibility of aiding business nationally to untangle many of the problems with which it is confronted, and to act as a governmental agency for the regulation of the multitudinous

matters affecting the different industries. This, it seems to us, would relieve industry of many of the burdens it now has to bear.

The recommendation of *Manufacturers' News* seems to be another step in the right direction.

The Future of Good English in America.

F. A. Miller, editor of the South Bend (Ind.) *Tribune*, sends the editor of THE INLAND PRINTER a clipping from a recent issue of his paper "in the hope that the subject it briefly treats will appeal to you in all its mighty force, and prompt you and your excellent publication to take it up and promote what I believe is a matter of vital consequence to the future of good English in America." We are glad to reprint here the clipping, which bears the title, "The Clown Press," as it sets forth the subject so thoroughly we could not improve upon it:

If the constant straining for effect in the writing and construction of news articles hurt only the reputations for taste and judgment of the editors of the pretentious offending newspapers, it would be of no consequence, but their persistent frivolity has a baneful influence on the culture of the people served and is therefore to be deplored.

These editors and publishers can not plead necessity. They can not say with the theatrical producer that the people want frivolity and will not buy good ware faithfully. The most successful newspapers in the United States — we do not mean the richest — are those noted for their sanity, good English, honesty and discretion.

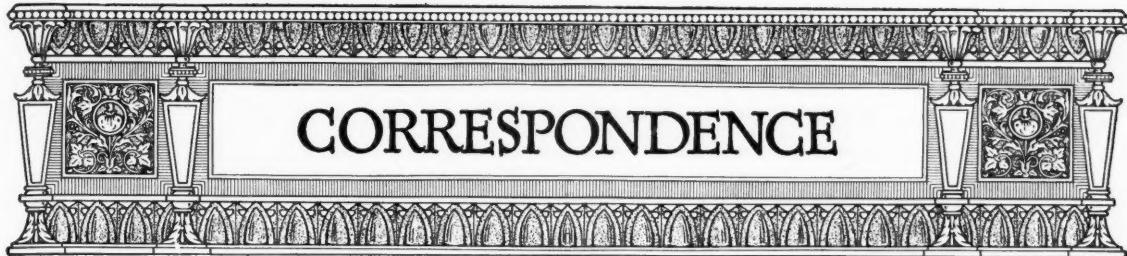
But the real case of journalistic success is not being weighed in this country as it should be, for we see so many small papers selecting for imitation the biggest and most vulgar of large city newspapers instead of striving to acquire sound character and personality in their own fields. The country is full of newspapers with ignition troubles due to the fact that the vitalizing spark is impossible under a policy of mimicry.

However, the case of the imitative press is not of great importance to the public. A genuine earnest example of journalistic endeavor is always within reach. The regrettable effect of slapstick newspapers lies in their hold upon the popular imagination; people actually come to believe that "smart" writing, filled with barbarisms, solecisms, vulgarisms and slang is to be admired and copied; in other words, a frivolous newspaper makes a certain number of frivolous readers.

Most of these vulgar papers are debilitating to serious readers. A man may spend an hour with a publication edited with conscientious intelligence, and toss "the world's greatest" aside in ten minutes. Improvements in printing machinery and picture reproduction processes seem to have brought an era of clown rule to several widely distributed journals. And clowns are tiresome after a few moments.

Errors in English, errors in fact and errors of taste and judgment appear in every newspaper practically every day because of the stress of production, but the public understands that and is able to discriminate between offenses due to hurry and those due to deliberate intent. The former are pardoned; the latter offend and disgust. We can not help wishing the owners of the clown press would see a great light.

As Mr. Miller states, this is a matter of vital consequence to the future of good English in America. Speed is necessary in getting the paper to press. Most of the matter must be written hurriedly in order to make the issue. The writer and the editor must constantly guard against misstatement of facts. Confronted with these conditions it is not an easy matter to avoid errors; but, as Mr. Miller also states, the public understands this and is able to discriminate between offenses due to hurry and those due to deliberate intent. Nevertheless, it should be the constant aim to maintain a high standard throughout the paper. The great increase in newspaper reading, and the fact that the newspaper is being used to a constantly increasing extent in connection with the teaching in our schools, place a great responsibility on the newspaper editor and his writers.



CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

China's Alphabet.

To the Editor:

WUCHOW, SOUTH CHINA.

In your issue of April there is an article that rather amuses me. You are not to be blamed, as undoubtedly you supposed you had "headquarters" information. But notwithstanding the fact that there are enthusiasts who think that all that is necessary to change the course of life of these four hundred and fifty million people is to say the word, and presto! it is done, China plods along in her time-honored ways and will continue to do so for a few decades yet.

"Reduce China's alphabet by ten thousand or more characters"—I truly wish it were an accomplished fact. The start has been made of what may in a generation accomplish the result indicated by your head-line—but that happy day is not yet!

"Before the introduction . . . the type-case shown . . . was typical, etc." That sounds truly amusing to the man on the field. I venture to say that not *one* "old-style" type-case in this land has yet been displaced in favor of the new type. Some day some of these cases will go to the junk-pile, no doubt, but not yet!

One great obstacle to this new phonetic writing for China is the diversity of language in this land. For instance, the system is not usable at all in many sections. The two great southern provinces of China, Kwongtung and Kwongsai, where Cantonese is the language of many millions of people, are perhaps the greatest stumbling-block in the progress of this phonetic writing. These Cantonese millions must en masse learn Mandarin if they are to make use of this writing fostered by the Government. It has got to come some day, no doubt, but not yet!

A man will have to be a most optimistic enthusiast to enable him to believe that a change such as your article speaks of as if it were accomplished can be accomplished inside a generation. I've had twelve years of wrestling with printing problems in this land and I'm not optimistic enough to believe a generation will do the job. Some day it will be accomplished, no doubt, but that day is not yet here!

In the meantime, while we wait for the time when China's people shall be a united nation, speaking one tongue and writing one simplified language (oh, wonderful dream!) the "composer's nightmare" remains tenaciously holding on to the Chinese composer.

Yours faithfully, R. T. COWLES.

Praise for Franklin Printing Price-List.

To the Editor:

NEWARK, NEW JERSEY.

In my opinion the most practical means of preventing honest underestimating and honest overestimating of prices for printing is Mr. R. T. Porte's Franklin Loose-Leaf Printing Price-List, which he keeps up to the minute for a large number of subscribers in the United States and Canada.

This price-list is issued under the auspices of the Franklin Club of Salt Lake City and is issued from its headquarters, in

the Atlas Building, Salt Lake City. Mr. Porte is the secretary and moving spirit of that organization.

About ninety per cent of all work done by printers is covered by Mr. Porte by an admirably detailed and complete method, and changes of prices to cover advances in wage and materials costs are sent to subscribers every week. There are several cities in which every printing establishment is using the Porte Price-List. Such unanimity is possible in all cities.

Mr. Porte's loose-leaf price-list is an extension of and an improvement on the price-list system used for some years in Germany with satisfactory results. It involves a great amount of work and expertness. It is another illustration of the truth of the saying that an ounce of common-sense effort is more potent than deluges of oratorical and advertising propaganda.

This price-list is the biggest thing now offered to printers everywhere. It will effect more good immediately and permanently than any scheme of advertising and solicitation for membership in the United Typothetæ of America. That body would do well, I think, to take over Mr. Porte's price-list, and pay him a substantial sum for the copyright and a handsome salary to edit the price-list. If the United Typothetæ of America would offer the non-organized printers such a practical, easily understood and effective thing as is Mr. Porte's price-list my belief is that it would quickly represent a majority of the printers instead of a minority.

HENRY L. BULLEN.

THE PLAGUE OF BOOKWORMS.

A writer in a recent issue of the *Scientific American* asked how to get rid of the bookworms in his library. This writer, who lives in Santos, Brazil, says he has tried camphor, naphthalin and formalin without any success. THE INLAND PRINTER has received the following information on the subject from the news service department of E. I. Du Pont de Nemours & Co.:

"As in so many other things, an ounce of prevention is worth a pound of cure in the treatment of bookworms. It certainly is a difficult matter to get rid of the worms once they are in the book, but it is splendid insurance against their depredations to buy books that are bound in leather substitutes.

"In Brazil, the Philippines, India, Egypt and tropical countries having an exceedingly warm climate, the immunity of the leather substitute from attacks of bookworms is well known. This class of material is surfaced with a pyroxylin film. This film is absolutely impervious and prevents the entry of the worm into the book-cover and consequently into the body of the book. The film is also poisonous to minute animal life, and better still, it is repellent to the various small worms and insects that 'lunch' on leather bindings and bindings of cloth and paper."

"It is not at all difficult to buy books that are bound in leather substitute, or to have them rebound with this material. Bookbinders are familiar with this material the world over, and it is obtainable at all the leading bookbinders' supply houses."

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

THE London *Daily Telegraph* recently reached its twenty thousandth number.

At a late book sale in Glasgow a copy of "Early Printing — Aristotle," in folio vellum, dated 1551, brought £3.

A NEW organization has been formed in London, under the title of the Newspaper, Printing and Publishing Clerks' Guild, in the interest of such employees. So far the membership exceeds four hundred.

JOHN WALSH, manager of the book and periodical department of Spottiswoode, Ballentyne & Co., London, has retired, after completing sixty-eight years' service with this house — which is somewhat of a record.

At a late meeting of the Printing, Bookbinding and Kindred Trades Overseers' Association, held in the St. Bride Institute, London, Edward A. Dawe, of the Royal Stationery Office, made an earnest plea in behalf of the standardization of paper, in the matters of quantity per ream, substance weights, sizes of sheets, and a standard label to describe the contents of packages of paper.

THE London Master Printers' Association and the National Union of Bookbinders and Machine Rulers (London branch) have come to an agreement over wages, and the following are the new weekly rates: Male members of the union shall receive a minimum wage of 75 shillings, women over eighteen and male juniors an advance of 3 shillings (making the rate for qualified women 42 shillings), and learners an advance of 1½ shillings. These increases went into effect June 1. Overtime rates have not yet been adjusted.

THE once popular six-penny (12-cent) reprint books are now priced at 1½ shillings (36 cents) and novels are up to 8 shillings (\$2), and these advances are causing the booksellers and the public to ask if these publications will ever become cheap again. Of course the answer is that unless conditions change in other respects very considerably, there is but little likelihood of any reduction so long as wages and materials remain as high as they are. As to the effect of the higher prices upon the output, a London publisher points out that the demand for novels today is as great as it ever was, if not greater. Authors, who were the last to benefit by the increase, have now had their royalties raised by a number of publishers.

THE Federation of Master Printers and the Typographical Association have ratified an agreement upon the question of wages on a national basis, which provides for the grading of towns and districts and the fixing of wages for the same. The new rates came into force on the pay-day of the week ending May 24. Under the new scheme the branches and sections were divided into six grades, for which the jobbing, weekly and biweekly news-case rates shall be respectively 75, 72, 69, 66, 63 and 60 shillings per week. The rate for members of the Typographical Association (other than composing-machine operators) on evening papers shall be 2½ shillings above the jobbing-case rate of the branch, and the case rate for morning and triweekly papers shall be 8 shillings above the jobbing-case rates. Other parts of the agreement cover overtime rates and payment for holidays.

FRANCE.

THE printers at Havre have secured a raise of 2½ francs per day in their wages.

THE printers at Tours and Marseilles have had their minimum wage raised to 12 francs per day.

UNDER a decree issued May 19, the restrictions on the manufacture and use of paper, which were put in force September 5, 1918, are abolished. The Government, however, still

regulates the use of transparent or "window" envelopes and the importation of paper, cardboard and paper-pulp, and still prohibits the miscellaneous distribution of printed matter (particularly of advertising) in public places.

GERMANY.

ACCORDING to recent report, Germans are paying \$35 for suits of clothes made from straw, paper, wood-fibre and peat. The clothes wear fairly well. Underclothing, bed-sheets and upholstery materials are now made from paper. Sweden is altering a number of cotton-spinning machines in order to be able to spin paper by German methods.

BELGIUM.

THE organ of the Belgian Typographical Federation, *La Fédération Typographique Belge*, has resumed publication. As soon as the country was free from German occupancy the federation's central committee promoted a special congress, which was held at Brussels, in December, last. A general increase of one hundred per cent over the wages of 1914, with a minimum of 1 franc per hour, was demanded. With regard to hours, it was decided that all sections should demand a fixed week, with payment for public holidays, and that the minimum wage for small country places should be 48 francs a week. Strong opposition to overtime was declared. It seems that the federation's demands have met with but little opposition on the part of the employers. The increase in wage accorded by the employers in Brussels is one hundred and six per cent above the prewar rate.

ITALY.

WE do not remember ever seeing in the American printing-trade papers a list of Italian paper sizes. To add to the encyclopedia of information in THE INLAND PRINTER there is here given such a list. It shows that an economic standardization of the sizes is needed as badly in Italy as it is needed in other countries:

NAME	SIZE IN CENTIMETERS	EQUIVALENT IN INCHES
Ottavina.....	13.5 by 21	5 ⁵ / ₁₆ by 8 ¹ / ₄
Sestina.....	20 by 22.5	7 ⁷ / ₈ by 8 ⁷ / ₈
Quartina.....	21 by 27	8 ¹ / ₄ by 10 ³ / ₈
Mezzanella.....	23 by 36	9 ¹ / ₆ by 14 ³ / ₁₆
Olandina.....	25 by 36	9 ⁷ / ₈ by 15 ⁷ / ₈
Processo, or Notarile.....	26 by 38	10 ¹ / ₄ by 15
Quadratto, French size.....	26.5 by 42	10 ⁷ / ₁₆ by 16 ¹ / ₂
Quadratto, Italian size.....	27.5 by 44.5	10 ¹ / ₁₆ by 17 ¹ / ₂
Quadratto, German size.....	29 by 48	11 ¹ / ₁₆ by 18 ⁷ / ₈
Protocollo, or Pellegrina.....	31 by 42	12 ³ / ₁₆ by 16 ¹ / ₂
Rispetti.....	33 by 45	13 by 17 ¹ / ₁₆
Stato, or Leona.....	36 by 48	14 ¹ / ₁₆ by 18 ⁷ / ₈
Bastarda.....	42 by 56	16 ¹ / ₂ by 22
Realino, or Mezzana.....	45 by 60	17 ¹ / ₁₆ by 23 ⁵ / ₈
Reale.....	50 by 65	19 ¹ / ₁₆ by 25 ⁹ / ₁₆
Realone.....	52 by 69	20 ¹ / ₂ by 27 ¹ / ₁₆
Imperialino.....	54 by 76	21 ³ / ₁₆ by 29 ¹ / ₁₆
Imperiale.....	61 by 81	24 by 31 ⁷ / ₈
Elefante.....	66 by 96	26 by 37 ³ / ₈
Aquila.....	70 by 100	27 ⁹ / ₁₆ by 39 ⁷ / ₈

NEW ZEALAND.

THERE are fifty-nine newspapers published in New Zealand, of which twenty-two are issued in Auckland, one being printed in the Maori, the native language. There are two dailies issued in Auckland and ten in the remainder of the country. There are thirty-two book and job offices in the city of Auckland and about a like number in the provinces. The presses are nearly all of American make, but a few English presses may be found. Compositors and pressmen in New Zealand work eight hours per day and are paid on an average £4 4s. (\$20.43) per week. The industry is organized to the extent of seven unions, including the photoengravers and the newspaper reporters. The employers have a master printers' association and a branch of the Typothetæ; also a cost system, which it is claimed is literally lived up to.

Collectanea Typographica

By HENRY LEWIS BULLEN

Oh, ye gods and goddesses! what do I see? My verses reproduced by the Elzevir types! Oh, types elegant and exquisite! Oh, gracious and charming volume! The little types are as black as pitch; the paper is as white as snow.

But thou, Elzevir, my sweet ennobler! thou, the father of types of incomparable elegance! thou, I say it again, most amiable of friends! what can I offer thee in return for thy gift? May the name of Elzevir, transmitted from age to age, fill the great globe and fill the heavens.

—*Giles Menage, 1613-1692.*

* * * *

History as We Find It in Some Printing-Trade Periodicals.

ON the left is a reprint of an item now going the rounds of the printing-trade journals. On the right are the facts.

In 1690 William Rittenhouse started a paper-mill on Wissahickon Creek.

In 1718 William Ramage built the first American-made printing-press.

In 1742 Christopher Sauer made the first type [in America, we assume].

In 1796 Binney & Ronaldson established the first typefoundry.

In 1880 appeared the first newspaper illustration.

In 1891 Max and Louis Levy perfected the half-tone screen, which made engraving as we know it today a commercial possibility. The Levy brothers later developed color process engravings.

He started his mill on Papermill Run, a tributary of the Wissahickon.

Ramage arrived in Philadelphia from Edinburgh, Scotland, in 1795.

Christopher Sauer, 2d, tells us that he first cast types in 1770.

What about C. Sauer, alleged to have made types in 1742? Baine and Franklin were both typefounders in Philadelphia before Binney & Ronaldson.

Some of us remember the *Daily Graphic*, issued in New York, running from 1873 to 1879.

Max Levy is entitled to great credit for perfecting the method of making the cross-line screen, which, however, was invented by Frederick E. Ives in 1881. Ives also produced the first three-color process-plate in 1881. Ten years later W. Kurtz first put three-color process printing on a commercial basis in New York.



Frederic Leonard, Printer, 1624-1696.

This portrait is a reduction from a beautiful copper-plate portrait (7½ by 5½ inches), made in 1683, of an eminent master printer, when he was fifty-nine years of age, a man of wealth and high social position, printer to the King of France. He lived in a time when master printers held themselves higher than mere merchants and caterers to the material requirements of mankind, and ranged themselves with the learned professions. Frederic Leonard was born in Antwerp in 1624, and entered our art as an apprentice in the printing establishment of the Plantins. In 1643 he went to Paris, with the purpose of opening a business of his own under the patronage of a royal prince, but the guild of printers refused permission, and in compliance with its rules he completed his apprenticeship and journeymanship, and did not become a master printer until 1653. He was most successful, and his business passed to his sons and grandson. The latter disposed of the business in 1714 to Guillaume Desprez, who left it to a grandson, who continued it until 1780. Leonard, we see, had his coat of arms, a dignity denied to merchants and craftsmen. In that period printers revelled in honors and prosperity.

IN the years before the introduction of the cylinder press, the printers in every town and city of America ranked higher than any other tradesmen. They ranked with the professional persons. As there was no job-printing, they came in contact with reading and learned persons only. They printed and sold books and usually issued a newspaper. They were no less prosperous than other merchants. A few of them became notably wealthy.

* * * *

THE child is father of the man," and the apprentice is father of the printer. A good way to succeed in life is to select a good father.

Our Almighty Dollar Sign.

WHEN these great United States achieved Independence the coins in circulation were quite various in their origins. British sterling was official, but French coins d'or, Spanish pistoles and dollars, and Portuguese johannes and moidores were in circulation and acceptable; but because Spain had command of the vast output of silver in her American colonies, the coin most in use was the Spanish dollar, which continued to be received by our Government in payment for taxes, etc., down to 1857. The infant Republic, started without funds, was forced to rely upon note issues, the first of which was to the extent of 300,000 Spanish dollars. Not until 1792 was a national system of coinage established. We adopted, fortunately, the decimal system of the first French Republic, but the new system came slowly into popular use. The British or colonial small currency and terms remained in use for nearly fifty years in some States. A Federal dollar was worth 8 shillings in New York (12½ cents was a shilling), 6/- in New England (16⅔ cents was a shilling), and 4/8 in all the Southern States. These differences increased the labors of the bookkeepers, and traders required to be alert.

Our first arithmetics dealt with British sterling as a standard, and for a time after 1792 our arithmetics dealt with the sterling as well as our decimal system. In these books the dollar was expressed as "doll," for no sign had been invented to indicate that coin. Indeed, in 1792, the only country which had a monetary sign was Great Britain—the £—and we believe our \$ sign and the £ sign are the only monetary signs now in use.

Certainly our \$ sign is a great convenience and labor-saver for printers. *Collectanea* has not been able to actually identify the inventor of that useful sign by which we are conquerors, but we have before us the first book in which the \$ sign was used. It is the "American Accompant; being a Plain, Practical and Systematic Compendium of Federal Arithmetic," by Chauncey Lee, A. M.

September, 1919

(of Burlington, Vermont), Printed by William W. Wands, Lansingburgh, 1797. Lansingburgh, a village incorporated in 1790, is now a part of the city of Troy. The book is a 12mo of 300 pages, not including a twelve-page list of subscribers, some with notable names, indicating that the Reverend Chauncey Lee had an established good reputation.

We have referred to the various currencies in use. Professor Lee gives new rules for "consolidating" these by a decimal system. The following is an example:



Consolidate £133:12:0 New Jersey currency into South Carolina and Georgia currency:

	133.6
Tabular number X	622
Ans.	83.099.2—£83:01:11¾

This looks simple enough, but can not be understood without the aid of a table in which our author has reduced the various kinds of pounds sterling to decimals.

Rev. Chauncey Lee, probable inventor of the \$ sign, uses the term "dolls," until he reaches page 56. On page 23 he expresses the sum of \$0.985 thus:

Dollars	C.	M.
0	98	5

But on page 56 he gives the "Characteristics of Federal Money," using the signs for the first time in a printed book, together with signs for the parts of a dollar, thus:

Mill	Cent	Dime	Dollar
/	//	X	X

As he progresses, he drops all but the \$ sign, using decimal points and a space between cents and mills, thus: \$16.45 2. Our author seems to have experimented, and to have gradually simplified his invention as the printer proceeded.

Assuming Chauncey Lee to have been the inventor of our \$ sign, why did it take the form he gave it? No one knows; but what more likely than the surmise that he followed the device of

the pillars of Hercules, with the scroll entwining them, found on the famous Spanish dollar, as seen in the picture of that coin on this page? This is the generally accepted explanation.

The reader may be curious to know where the Reverend Chauncey Lee, or his printer, procured the signs, of which thousands are used in this interesting book. In 1797 there was only one typefoundry in operation in the United States, that of Binny & Ronaldson, established in Philadelphia in 1796. Archibald Binny

How It Was Done in Arkansas in 1819.

IN November, 1919, the *Arkansas Gazette* will celebrate its centennial. Its founder was William Edward Woodruff, a printer who served his apprenticeship in the same printing-office in Brooklyn in which Walt Whitman, poet, learned to print. Woodruff was editor as well as printer, the first to print in Arkansas, and prominent in the early affairs of that State. In the first issue of the *Gazette*

Pageant in Honor of the Invention of Printing, in Vienna, 1700.

This picture is reduced from a charming photogravure, 12 by 4½ inches. On the float is a venerable wooden press of the kind upon which the works of such authors as Aristotle, Homer, Cicero, Virgil, Shakespeare, Milton, and many others, were first given to the modern world. Gutenberg stands at the desk in front of the press, and at his feet sits Wisdom with the Torch of Learning, with Art and Music on either side. The procession is costumed after the period of Gutenberg, and is preceded by three standard-bearers. One standard has on it a great book, representing the world's asset of experience and knowledge; another, in the foreground, bears on it the printer's coat of arms granted to the Art in 1490 by the Holy Roman Empire. Some of the marchers bear books, others bear manuscripts, illustrating the interdependence of our Art and the authors. Our Art creates the authors, and the authors create realignments of knowledge to keep the printers employed.

was a punch-cutter; doubtless he cut the punch for Dr. Lee's monetary signs. His typefoundry has grown steadily ever since. It eventually became known as MacKellar, Smiths & Jordan and from them it passed to the American Type Founders Company in 1892.

However, Binny & Ronaldson were not satisfied with the dollar sign made for Chauncey Lee's book. Binny redesigned the character, and we will conclude by showing specimens of the first dollar signs regularly cast for sale to printers, the matrices for which are preserved in the vaults of the American Type Founders Company in Jersey City:

S S S S S S

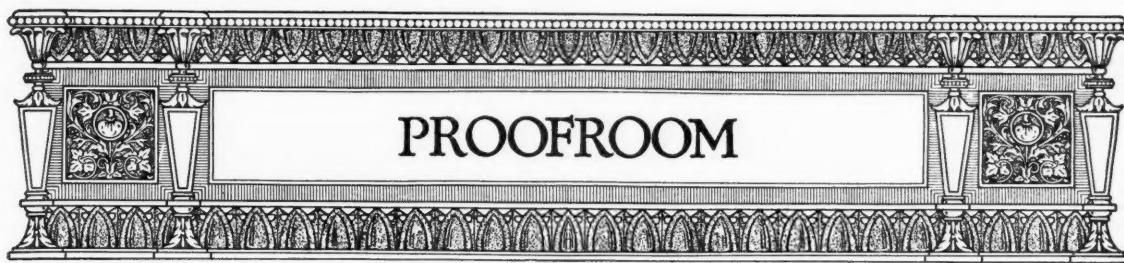
No dollar signs are shown in Binny & Ronaldson's first type-specimen book. In the second (1816) they appear for all type series, made as above, always with two strokes through the tortuous line.

he advertised for "a lad of respectable connexions, and of studious and industrious habits, as an apprentice to the printing business." Not any sort of a boy, attracted by a sign "Boy Wanted," but a respectable lad of studious habits. A thought like that for the best interests of the printing business and the apprentice accounts for the long and successful life of the *Arkansas Gazette*. Neglect of such precautions has been and continues to be the worst evil in the printing business. Let the sources of the art be carefully selected, and the art will take care of itself and will prosper.

* * * * * Origin of Our \$ Sign.



This is the Spanish dollar referred to in our history of the dollar sign. It is generally agreed that the inventor of the sign adapted to his purpose the two pillars of Hercules, bearing the scrolls with the words "Plus Ultra." In Greco-Roman times the high cliffs at the western entrance of the Mediterranean Sea were known as the pillars of Hercules, supposed to have been riven asunder by Hercules. The pillars were incorporated in the arms of Spain, with the motto "More (or All) Beyond," asserting its sovereignty over the newly discovered Western Hemisphere.



BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Uncertainty About Hyphens.

No other question of English form is so far from general agreement as is the use or non-use of hyphens. I am prompted to say something about this by a paragraph in another department of this magazine in May, which said that a certain question should have been addressed to me. The direct question asked was whether photo-engraving or photoengraving is the better form of that word, and the one who asked referred to the fact that the Standard Dictionary had photo-etching on page 603 and photoetching on page 1330. The answer given was indecisive, and mine must be so, as to usage, though I can name a choice and tell why I so choose. First as to dictionary decision. In the Standard the word appeared on page 603 (first edition) incidentally, not as indicating the chosen form. On page 1330 the word appears in heavy type as the authorized form. In all cases the form of a word which shows the dictionary decision is the one given at the head of its own vocabulary entry. Use of the hyphen in the earlier instance conformed to the general practice up to that time, now not so general, though still adhered to by many people, of inserting a hyphen between two vowels separately pronounced. The Century Dictionary and Webster's used the hyphen in all such words with photo, electro, and any similar prefix before a word beginning with a vowel, though even in their time its omission was becoming frequent. The editors of the Standard dropped the mark, just as they dropped the diaeresis previously so common when the same vowel appeared at the end of a prefix and at the beginning of the second element of the word, as coöperate. It is this old idea of marking this separate pronunciation of the vowels which still holds those who write photo-engraving, etc., of whom there are quite a number, though photoengraving, etc., now seem to be prevalent. When a writer evidently means to indicate his preference in his writing, such words should be as in copy. When printers work under orders to prefer one style the words should conform to that style in print, no matter how written. My own personal preference favors the use of the hyphen as indicated. In usage it certainly is not fixed, but omission of the hyphen is much more frequent than it was once.

Adjective or Possessive.

J. D. W., Hartford, Connecticut, writes: "We read with interest your article on 'The Use or Non-use of the Apostrophe' in the case of such expressions as the Citizens Union and the Merchants Bank, because we have a bad time making people write the name of our company as it really is — the Travelers Insurance Company. Do you suppose that the reason proofrooms are always appending an apostrophe to the word Travelers is that they agree with you that it ought to be there? Isn't the fact that the company was named without an apostrophe and with only one 'I' sufficient to permit us to ask that it be spelled that way?"

Answer.—I have already said in these columns many times that as I see it these names are plainly possessive (that is,

genitive), that professional grammarians of high repute so decide — too many of them for me to name all — but also that innumerable other people hold that these plural nouns are used as adjectives, and so should not have the apostrophe. My answer to this new note is given publicly because of the question of securing more general compliance with the so-called adjective use. Such names are much more frequently seen in general news matter than in special printing done on orders from inside people. When printed for the companies themselves those who pay for it have an undoubted right to demand that it be done as they wish to have it. But when not so ordered the printers will of course do it the way they consider correct. Undoubtedly it is because of the really prevalent reasoning that such names are possessives that the apostrophe is so often used. Printers and proofreaders are not to be expected to know with absolute certainty which companies or other bodies write their names in one way and which in the other, and so naturally do it as they think right in general work. Even for such cases the people who prefer the non-use of the apostrophe, and care enough about it, are perfectly free to request that such names be spelled their way, but I can think of nothing more than request or protest for them. There is no way to enforce it except in their own work, which of course they can order as they choose.

Possessive Pronouns.

K. M., whose address was not on the note sent, made this request: "Please state the rule for the following: 'This firm intends to double its business by using the mails to sell its products.' Does 'its' take the apostrophe in each case?"

Answer.—The only rule known by me is simply the fact of universal usage, which has never favored the insertion of an apostrophe in this or any possessive pronoun. Its, theirs, ours, yours, and hers are always without an apostrophe when written or printed by one who knows common usage. Just why the use of the apostrophe was prescribed for nouns in determining usage, while its omission for pronouns was even more positively adopted, is a puzzling question which we need not attempt to answer, and could not if we did attempt it. "Sufficient unto the day is the evil thereof." If anybody ever tries to make usage in this respect more minutely consistent than it is, that trial will not be made by me. The fact that such is universal usage will always be reason enough for my decision that the word in question is right with no apostrophe and would be wrong with one.

WHY THE TARS KEPT AWAKE.

A careless compositor can play havoc with a serious poem, as one did a short time ago across the water. As printed, the lines read:

They faced the terrors of the deep
And guarded our snores while we were asleep.

—*Kansas City Star.*

**THINGS PRINTORIAL IN THE CAPITAL
CITY OF PORTO RICO.**

BY DONALD LIGHTBOURN.



AN JUAN, P. R., has a population of, say, fifty thousand; also it has many printing-offices, one of which is a government concern. In size and variety of outfit there is, of course, the usual disproportion; but if a comparison be made between San Juan and Caracas, Venezuela (see *THE INLAND PRINTER* for November, 1918), the prevalence of machine over hand set composition is very noticeable, since the offices not so equipped are few and not at all to be found among those of large capacity.

So that brings me to the mention of the kinds of machines used, they being the Lanston and the Mergenthaler, the slug-caster predominating in both the job and newspaper shops. At least three of the former and one of the latter (*La Correspondencia*) use the individual-type machine.

Having made one comparison, let me round off with another and say that in some of the San Juan offices the "linos" are not given the care they receive in all of the Caracas print-shops. Nowhere in my peregrinations have I encountered matrices in so foul a state as in a certain office in the capital city of America's largest possession in the Caribbean.

As to the wages of an operator, they seem to be what he can get. At the time of writing, the formation of a union among them is talked of, though at one time, which is many years ago, the International Typographical Union did have chapels here, but the last mention I remember seeing of them was among the delinquent list of the *Typographical Journal*. Anyway, the Government Printing Office pays American wages, though even here there is no standardization. In some offices, I am told, the pay is much below \$15 a week, but from that figure to, say, \$22 would be about what prevails. Nor is there any set custom as to time or piece work, or what amounts to piecework, even in the same office, since some operators would be paid a weekly wage, others at so much a galley, perhaps 35 cents for eight-point on ten-point, thirteen ems wide. Before leaving the economic aspect of the subject, it may be added that the "high cost of living" in this island is something more than a mere phrase, and would be a close competitor of any place in the Orient or Occident. About the only prices that have not soared to the height of a cocoanut-tree are those handed out to labor and those for "refrescos," the latter term, in this prohibition country, being the euphonious way of alluding to the milk of the cocoanut, tamarind, soursop, and such-like beverages.

No office has more than five linotypes, and the grading goes the limit of one machine in a couple of them. All told, the number would total up twenty-four, some having been introduced fifteen years ago and already being fit for the junk-pile, while some of the newest are now being installed.

The newspaper world of San Juan has just had an augmentation of a brand-new sheet and the enlargement of another with change of name. The format of four of these papers is similar, approximating to a fair degree those of the mainland in the use of "spread heads," double-column editorials, and in some cases the Hearstite idiosyncrasy of besprinkling the same with full capitals. In make-up, *La Correspondencia* presents a sorry typographical spectacle among its congeners, being poorly printed to boot. In the presentation of a sustained style *El Mundo* and *La Democracia* may be mentioned. *El Imparcial* does so to a certain extent, and if only an appropriate newspaper face were utilized for headings on the English page and greater use made of the strong Scotch-Roman all through, it would be a more presentable sheet. Whoever is responsible for the display of headings on *El Tiempo* has a way of his own,

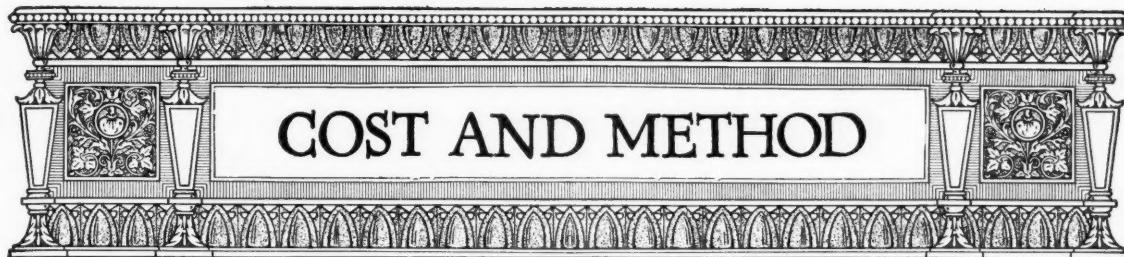
and seems to want to show off each day some fresh specimen of type in his office and in a different make-up besides. The face chosen for its title is weak and that used in most of the text is not easy to read. Be that as it may, when one turns to the editorial expressions of this paper, veterans are found in charge in the persons of Dr. J. Barbosa, native man of color who holds high office in the Senate, and Judge W. Sweet, North American, both of whom conduct a vigorous Republican campaign in Spanish and English, respectively. The range of editorial opinion in the other sheets extends even to the "Independencia" idea, that is, Porto Rico a republic. *La Democracia* and *La Correspondencia* are in the forefront with this political propaganda, in opposition to *El Tiempo*, which is listed in the struggle for ultimate statehood in the Union. *El Imparcial* belies its title, inasmuch as it is known to be the organ of the Spanish colony. *El Mundo* is said to be the organ of big foreign business.

It will be seen that two of these newspapers have each an English section, the other three being all in Spanish. The only all-English paper is *Porto Rico Progress*, a breezy twelve-page weekly, gotten out by an ex-Associated Press man who has placed at the top of his editorial column this extract from a governor's inaugural address: "The American flag will never be lowered in Porto Rico," which words are flanked by two cuts of the said flag. Another weekly, but along different lines, is *Porto Rico Ilustrado*, a pictorial review of local events.

It can not be said with rigid exactness that the first thing to greet one in the morning in the streets is a newspaper, but it is getting around to that since the advent of *El Mundo* at eight o'clock. At midday *El Tiempo* and *La Democracia* appear, and at four or five o'clock *El Imparcial* and *La Correspondencia* close up the procession. There is only one edition daily of each, though on occasion extras come out, these being generally but a full-page sheet printed on both sides and selling for 2 cents. The regular editions of all the dailies sell for 3 cents, and are variously eight, ten or twelve pages. Before the appearance of *El Mundo* the circulation of one paper was claimed to be six thousand copies daily. Now, as the percentage of illiteracy in Porto Rico is still high, and as there is not a plethora of purchasers of more than one paper a day, it would seem that newcomers in a restricted field must obtain circulation at the expense of those previously occupying it.

The writers in Porto Rican newspapers, even as in other more favored lands, need to paraphrase a well-known adage thus: "Uneasy lies the head that wields a pen," for it is but recently that a vicious attack was made on one of them by an offended partisan of some political party or trade union.

Among those responsible for the preparation of copy, and printers in general here in San Juan, I am sorry to say there seems to be a total lack of that "capacity for taking pains." For instance, there are names of persons and places and things that from constant repetition become familiarized, or should become so, to those who assist at the literary end of a newspaper's production, and it is not expecting too much that editors, proofreaders, yes, and compositors, should have pride enough in their calling to present such correctly before the reader. But here one finds a name misspelled in every instance where used, even in the same paragraph, whether in the Spanish or English sections. Some of the peculiarities that get by in the way of "English as she is set up" by native compositors who have all facilities to know better, including learning the language in public schools, might be embalmed for future reference. This is not to be hypercritical, for, having worked on a foreign-language newspaper, I know the pains the English-speaking workman is at to have spelling, punctuation, capitalization and division of words conform to the idiom he was dealing with. The conclusion arrived at is that in Porto Rican printing-offices — whether job or newspaper — it matters little whether or not the work in hand is done right.



COST AND METHOD

BY BERNARD DANIELS.

Matters pertaining to cost-finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

The Two Great Causes of Failure.

It is the business of the commercial agency and the credit man to keep close watch upon the coming and going of the would-be business men that are here today and gone tomorrow, but they do more, they carefully classify the causes of their going out. The Bradstreet Company classifies the causes of the demise of unfortunate businesses as follows:

Failure due to	Per cent.
Incompetence.....	33.2
Inexperience.....	6.6
Lack of capital.....	30.3
Unwise credits.....	1.09
Failures of others9
Extravagance.....	.6
Neglect of business.....	2.4
Competition.....	4.2
Specific conditions.....	13.4
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A cursory glance over this list will show that, with the exception of two of the largest items, the most of these causes are within the control of the business man himself. Possibly competition should also be excepted, but really it accounts for only a small percentage of failures.

The gravest cause for failure is incompetence. Perhaps the men who failed and were diagnosed by the agency people as incompetent would quickly deny the accusation, but the agency generally gets at the facts after the failure, even when they have been fooled into giving a wrong rating before.

A careful consideration of the failures within our personal knowledge confirms the fact that even more than one-third were caused by the incompetence of the man in charge, either as a business man or as a printer, sometimes his utter incompetency as both. It is a pity that there is not some way to prevent such men from getting into business, for their own good as well as for the general good of the business community. This is addressed to printers, but it applies to other trades.

It would be well if there were some way to grade men as to their fitness to conduct various kinds of business and steer them into the right line. There is no doubt that many men who have failed as printers would have been successful in some other line. In fact, we know of several who have been so after failing in the printing line.

The second big cause of failure is lack of capital. This is particularly applicable to the printing business, where there are so many ambitious young men who are otherwise capable of making a success but who are misled as to the amount of capital required, because they have been educated only in the technical part of the business and are therefore unacquainted with the amount of capital necessary to carry credits. Some of these good fellows are taken under the wing of some wise supply house or paper house, or are fortunate enough to acquire the friendship of their banker; but the majority have a hard

road to travel and many fall by the wayside. We believe that, so far as the printing business is concerned, the figures for these two great causes of failure ought to be revised and about two-thirds of the cases put down to the lack of capital.

As business adjusts itself to a peace-time basis there will be an increasing demand for advertising printing, and a number of young printers will think of starting for themselves. It will be a deed of kindness for their friends to call their attention to these facts and warn them to secure the proper financial backing before starting.

It is not so necessary to put a large amount of capital into the plant at first as it is to know where the capital that will be needed later to pay material bills and carry the credit given customers is coming from.

The adoption of the trade acceptance is going to help these newly fledged business men to keep their capital in quicker motion and thus be able to work with less. In fact, there have been fewer failures from shortage of capital since the trade acceptance was placed in general use.

If you are thinking of going into business, consider the knowledge you have of the mechanical and the commercial parts of the business, and if you are lacking in either, arrange to employ some one with the necessary knowledge to complement and round out that which you have. If you take a partner, see that he knows that which you do not. Before starting, see just how much money will be needed to carry on business on the scale you expect to do it, and either secure it (not by borrowing on short time) before starting or make unfailing arrangements to have it ready when needed. Do not wait until you are short and must have money to get out of a hole, but arrange to get the money while your credit is good, and then get it and use it in the way that you agreed.

Incompetency and lack of capital account for almost two-thirds of all failures. Be on your guard against them and you are pretty sure to escape the smaller risks.

The Unit of Measurement.

Most of the units of measurement in the printing business have undergone a change and have been modernized owing to changes in the methods of production. Few pressmen of today are familiar with the count known as the token and fewer still know the difference between a New York and a Boston token. Yet the writer remembers that in his apprenticeship days, when the cylinder press was gradually driving the Adams press out of the game, his daily stunt was expressed in tokens.

The advent of the job-presses and the growth of job-printing were the first causes for the change from tokens to thousands in counting printing, and from thousands of ems to hours in measuring composition.

The thousand ems still is used for certain classes of composition, but is no longer a logical system of measurement. The old rules, arbitrarily fixed by the compositors to cover the

difference in the time of production, such as "price and one-half for figurework," and the "double price for tabular work" were just as accurate as the thousand ems in those days, but they should now be abandoned for a more accurate method. The thousand em prices promulgated by the various trade composition houses for their work are not only complicated but ridiculous, as they do not accurately represent the actual cost of production.

A study of the time-tickets of any composing-room — hand or machine — will show that the only absolutely just method of charging for composition is the time basis. This will accurately represent cost and will result in the plants with the highest efficiency getting the most work because their cost will be legitimately less for the finished job.

The measurement of composition by the ems is not only unfair because of the differing fatness of the various faces of type, but also because the operation of setting the type is only one of a series necessary to make the composition a real fact and useful. Type in lines on galleys is only raw material in the first stage of conversion and is of no use without further skilled labor for make-up, lock-up, and possible corrections. Admitting that all these further operations are necessary and that they are charged for in the final billing, let us ask the questions, "Why shall we continue to mislead the public and the buyer of printing by using a false standard of measurement that does not express a definite value? Why not sell the composing-room product as hours?"

There are some who are afraid that they might not get quite as generous a measure by the hour as by the thousand. Well, if we must have a measuring-stick and not an actual record, let us adopt the square inch for the unit and classify the work into a sufficient number of classes to cover the differences. It can be done successfully, and it really works out more justly than the em measurement has ever done.

Just Foolishness.

That is the proper designation for the action of some printers who make a habit of keeping any job standing that a customer indicates he will use again and giving that customer a reduction on the reprint, no matter how long it may be after the time of the original order.

If you have plenty of type so that you can afford to have a part of it tied up out of use, or if you run a non-distribution shop, it is all right to keep standing any job that it seems likely will be repeated. That is only good business judgment.

On the other hand, it is none of the customer's business how much type you have and how much you can afford to tie up in standing jobs. That is strictly your own affair.

When a customer comes in and says, "I may need another lot of these in a short time and would like you to keep the form standing," it is your privilege to do so; but it is also wise to inform him that the type costs money and that it will cease earning profits as soon as you agree to keep it standing, and that the carrying charges for holding it will soon eat up any saving that he may expect in the cost of the next issue.

Of course, every printer expects to have a number of standing jobs, but that number must be limited by the size of the plant and the amount of capital that can be held in idleness without handicapping the business.

It costs something to keep standing matter and store it so that it will be in condition for use when wanted. Not very much, it is true, but still it costs. The calculation was made some years ago that it cost four cents per square inch per year; it probably costs more at present.

But there is another thing to consider. The minute your customer finds that you have his job standing he expects a rebate on the price formerly paid. His ideas on this subject are very wild, and if given practically all the cost of the composition he would imagine that you were still making a profit

and be dissatisfied. Therefore, it is better to say nothing about standing forms, and tell him that you are making him a special price this time to hold his business, and then be sure that you do not give him too much.

I had a letter the other day from a printer who said that he figured on getting the job at least three times and therefore charged only one-third of the composition and kept the job standing. In this way he has been able to get a considerable amount of work from his local competitors; but many of the jobs did not repeat and others had so many alterations that it cost almost as much to handle them as the original composition. After looking over his cost records for a number of these jobs we are satisfied that he is not making any money out of his scheme and has meanwhile acquired a reputation among his competitors that is anything but enviable.

Labor-Saving Equipment.

At the present time the question of labor-saving equipment is an important one in all manufacturing lines. This for two reasons: the erroneous idea held by many persons — employers as well as employees — that the introduction of labor-saving machinery and methods is going to cause a number of workers to lose their jobs and find it difficult to obtain others, and the idea that labor-saving machinery is going to accomplish miracles in increased production at reduced cost.

History tells us that the introduction of improved labor-saving machinery has invariably resulted in such increase of business that more persons are employed than before it was put to work, many of them at increased wages. Look over the printing-trade and you will see that this is so. Each improved machine and process has given the trade an impetus forward, until today there are more people employed in it than ever before, and wages have kept on increasing with the additional demand for workers.

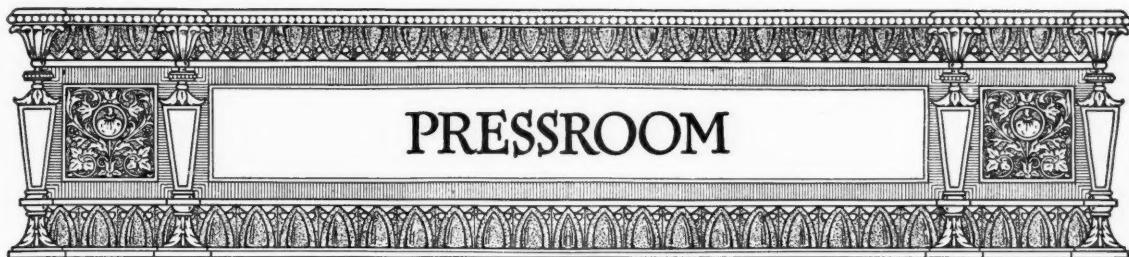
There are those who fear that the returning soldiers are going to make a surplus of workers in various trades. These pessimists forget that the war did not create additional skilled workers, but rather reduced the number. They also lose sight of the fact that the destruction caused by the war has created an enormous demand for all classes of materials to replace those destroyed and worn out, and that this demand will be launched upon the American market as soon as peace is finally declared and it is a safe proposition for those in the war-devastated territory to make a new start. This demand will make work for every man, woman and child in the civilized world who wants to work.

This great amount of business will, as always, demand large quantities of printing to keep track of its details — even more than before, because the business men have learned many things about the use of printing and about system from handling the interests that have necessitated quick and accurate information.

The pessimists who fear there will be a glut in the labor market, which will produce cheap labor, and who hesitate to install new and better machinery in the hope that they will get it cheaper a little later, are like the drowning man who refused to grasp the rough and dirty plank thrown him because he thought there would be a nice clean life-preserver thrown out soon, and then was lost because the current had carried the rough plank out of his reach.

Labor-saving machinery is going to save labor, or rather increase production with the same amount of labor. It will do this quietly and permanently for the man who has the vision to see the future and install it at the right time. That is now.

The amount of skilled labor that will be released by the demobilization of our armies and navy will not be sufficient to provide for the business that will accrue from the reconstruction of our factories on a peace basis, to say nothing of the repairing and rebuilding of the devastated areas and devitalized industries of the war zone and the warring nations.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self-addressed envelope.

Electric Heater for Drying Printed Sheets.

An Eastern pressman writes that he has perfected an electric drying attachment for printed sheets, and that a continued trial gives satisfaction. He desires our opinion as to its commercial value and patentable qualities.

Answer.—Doubtless if some new feature is incorporated in the heater it is possible to patent it. The idea is valuable in itself if carried out in a practical manner and the cost of current is not too high. If the cost is not too high it should be a valuable adjunct to a press, owing to its cleanliness.

Ventilation of Pressroom Advisable.

A Wisconsin pressman wants to know the best way to ventilate a stuffy pressroom. He also asks how large pressrooms in Chicago are furnished with fresh air.

Answer.—In Chicago, pressrooms in the modern buildings are ventilated by forced draft — that is, by a rapidly revolving fan driven by motor or other power. A problem of this sort can be handled to better advantage by consulting a ventilating engineer. We shall be glad to recommend a concern that has had wide experience in furnishing ventilating equipment.

Printing Bank Check with Hand-Cut Overlay.

An Eastern pressman submits a bank check with an imitation litho design of shaded letters, and asks for the best method of make-ready. He was using hand-cut overlay. Our advice was sought as to the manner of make-ready, and it was given as follows: We would not attempt this piece of work with a hand-cut overlay. Try a mechanical overlay for the shaded heading. We would suggest that you make the form ready by using a hard manila board, or smooth manila stock for the tympan. Do not use any soft material in the tympan. A mechanical overlay of chalk, zinc or other material will give you good pressure in the black, and light pressure for the shaded parts.

Well-Printed Can Labels.

A Minnesota pressman submits a number of can labels, being examples of his own presswork. Several other labels with notations were included. The work in general is satisfactory. The answer to his several queries is as follows:

We have made a close examination of the labels and consider them very good examples of presswork. The strength of color, register and general appearance are excellent. On the blue label use some paste drier with blue ink; it may help drying out. In regard to the gold ink not lifting, you will probably have to consult an ink expert connected with some ink house either in your city or in Chicago. We would suggest that you send your ink dealer several large sheets of the special waterproofed stock to test out an ink formula for you. The ink mixer will experiment until a proper formula is secured. Doubtless no celluloid varnish is used on can labels; it is too high priced. It is usually applied on printing such as buttons. We understand the Victory Liberty Loan buttons, a five million order, printed on metal, were coated with celluloid

varnish. A high-grade gloss varnish on good ink will give a high luster. Test new varnishes before racking many of them as they sometimes heat up the paper and stick together. On a highly finished surface, an air-drying varnish will give you good results. In ordering varnish, send sample of stock as in the case of inks. The dealer must know something about the stock his goods are to be applied to.

Rule Blank Printed on Platen-Press Slurs.

An Illinois pressman working in a small plant submits several blank forms with rules, all showing slurring. He was unable to secure any relief by stretching twine from gripper to gripper across sheet.

Answer.—This trouble can be corrected by the use of twine and pieces of cork. Stretch twine across between two grippers. Arrange the twine so that two strands occur about twenty-four points apart as shown on sheet returned to you. Cut slits in the cork and apply to the twine so that it presses in blank places in the form. The cork pieces should not be less than $\frac{3}{8}$ inch thick, as the value of the cork is in the pressure it exerts on the tympan-sheet close to slur area. By the proper arrangement of pieces of cork on twine, and by pasting bits of cork on cardboard strips, attaching them to the grippers, and having the ends extend into the printing area, but in blank spaces, you will be able to prevent the slurring. This is the common practice in open work blanks. There are also special extension grippers for use on this work.

Slurring on Gripper Edge of Newspaper.

A Kansas publisher submits copy of paper with slurred edge marked and asks for relief. He does not furnish particulars.

Answer.—You may secure some relief by cleaning the cylinder and bed bearers, then bringing the cylinder down a trifle stronger on the bed bearers. If the tympan is tight and no other complication exists this should overcome the trouble. Try out press for a while and if no relief is secured try putting a little powdered magnesia on bed bearers opposite slurred position. This usually helps. It may be necessary to give more cylinder pressure, and possibly a resetting of the rack may be necessary. Examine the teeth of the rack where the segment first enters. Observe if friction marks are visible. If very pronounced on one side of the teeth and not on the opposite side, mark position of segment with a pointed instrument and move it about one thirty-second of an inch in the direction indicated by wear on the teeth. Tighten screws in segment and start press slowly. Allow press to pick up speed, and when it is at normal listen for bump as rack and segment engage. If there is no unusual sound, the adjustment of the rack is probably correct. However, it may even be necessary to make further adjustment of rack. In this operation, always mark position of rack so it may be returned to original position if necessary. Be certain that press is not started with loose rack screws. It sometimes is necessary to operate press with rack screws just off a bearing to allow the segment to give the rack the proper position.

Embossing on Cylinder Press.

A Missouri pressman asks: "Would you advise the use of Stewart's embossing board for cylinder press embossing? I have tried several other kinds and find difficulty in applying them uniformly."

Answer.—We believe you will find the embossing board easy to attach to the foundation sheet. A trial will determine this point. We shall be pleased to give publicity to the views of any pressman on this point, as we find diverse opinions as to line of procedure in applying embossing material for several rows of plates which must be registered. Names of individuals contributing opinions will not be given unless correspondents desire that they should be.

Stiff Red Ink Does Not Distribute.

A Kansas printer states that he has several one-half pound tubes of job red of good quality. The ink apparently is quite old, as he finds it about as stiff and intractable as roller composition and it can not be used in its present state. He wants to salvage the ink at the least expense.

Answer.—Cut the tube open and scrape the ink out onto a cleaned place on the imposing-stone. Take an ink-spatula or common table-knife and draw a small amount of the ink from the large mass and add a few drops of balsam copaiba, press the ink to the stone with the knife and work the handle in a quarter-circular movement and occasionally give a reciprocating movement to the knife. The effect is to work in the liquid. You will note that the ink is gradually becoming softer as the balsam is being worked into it. By employing considerable energy in wielding the knife, and by the addition of a small amount of balsam of copaiba, the ink can be saved. It may then be placed in a small can and covered with boiled linseed-oil or thin varnish when not in use. The oil or varnish will prevent its deterioration.

Transparent Paper for Lantern-Slides and Similar Uses.

George S. Guernsey, of the *Republican*, Scottsbluff, Nebraska, writes as follows: "In the current issue of THE INLAND PRINTER, in the 'Pressroom' department, I notice an inquiry headed 'Printing on Transparent Paper.' In your reply to this correspondent you state: 'The nearest approach to transparency in paper is known as vegetable parchment, such as is used in window envelopes.' A few years ago I had occasion to experiment with transparent paper for printing lantern-slides for use in a stereopticon. I first tried the window envelope paper, but found it was not sufficiently transparent to project well without bronzing both sides and then the effect was cloudy. I tried celluloid and found that it could not stand the heat from the arc-light. Gelatin came in for its share of attention and I found that it was a hard matter to produce a clean slide without showing finger-marks, as the gelatin is soluble in water and the least finger-mark made an impression which when magnified and thrown on the screen usually had the effect of making the audience guess who the criminal was, à la 'Pudd'n Head Wilson.' Finally I obtained what I consider the ideal material for use in the lantern-slide when fitted between cover-glass. This material is called vegetable parchment, but is unlike the window envelope in that it is really transparent. It is not soluble, therefore it does not show finger-marks. It is easily handled and stands the heat from the condensers fine. I have used this material between mat boards without cover-glass, and with careful handling this does very well, but care must be exercised in removing the slide from the holder as the parchment when heated is very fragile, but becomes tough again immediately upon cooling. I have printed several colors on this material as well as fine-screen half-tones. A chemical analysis by the

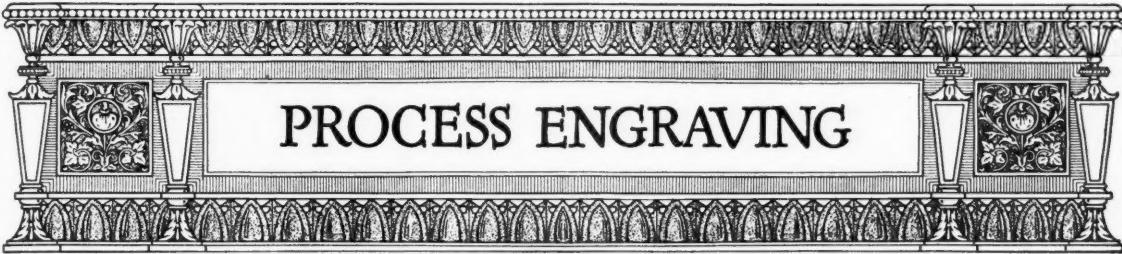
Whitaker Paper Company brings the information that it is not a gelatin, that they reached the fiber of the paper in the analysis, and that it was probably made in Germany. I purchased a quantity of this parchment before the war, but since then have been unable to get any of it. I am enclosing sample sheets."

It appears that the question of the transparency of paper has been under investigation by the Bureau of Chemistry of the United States Department of Agriculture, for C. Frank Sammet, Assistant Chemist of Paper Laboratory, states: "The property of paper which permits light to pass through it is usually spoken of as its transparency. Although this term can not be concisely defined, it more commonly refers to the transmission of the greater portion of incident light through matter without scattering. Paper is of such a continuous nature that light in transmission is always more or less scattered. This characteristic is more definitely expressed by the word 'translucency,' which is, therefore, to be preferred to 'transparency.'" In a circular issued by the Bureau of Chemistry, United States Department of Agriculture, a table of tests of paper translucency is given. The determinations of translucency of sixteen specimens of paper are furnished; none of these specimens would show the degree of translucency that the sample received from Mr. Guernsey exhibits. This one specimen approaches more nearly the structureless paper invented by Henry Kuhn, of Rochester, New York, who took out a patent on a process of making a parchment-like paper that would be practically structureless when penetrated by light.

Artistic Box Label in Five Colors.

An Illinois pressman in a private plant submits a number of small labels for boxes, all of which are excellent examples of presswork, both in the smoothness of color and accuracy of register. The accompanying letter reads: "May I again enlist your aid on another problem which has given me no end of hard study? The job (samples of which I enclose), which is a pretty little five-color label, was run 8 up, on a pony cylinder, in the rotation I have marked. I ran the black third so as to follow the two preceding colors before they had a chance to become set. The trouble is that the black rubs off too easily, as the labels have to be brushed firmly so as to make them stick on uneven surfaced boxes. When starting this job I was working under the theory that the first color must be comparatively wet when the second is printed, and the first and second must assimilate and be fairly wet (not bone dry), while the black is being printed. In order to accomplish this I retarded the drying in the first and second colors by the use of Reducol. I'll assure you that the printing wasn't too wet while the black was being printed, neither was it bone dry. I wish you would give me your opinion as to whether I was following the correct theory in proceeding as I did or where I made a mistake. I always get the best of results with printing black over another color when the preceding color can be rubbed (not too easily), but in this case, since the black is acting as it does, I am not sure whether I made a mistake in my view-point. The black is a good book-ink, and I added about ten per cent of paste drier to it. I am expecting a repeat order on this job any day, and wish you would give me some of your welcome advice on the subject."

Answer.—The labels are splendid examples of presswork. You are to be congratulated on their appearance. We can scarcely offer any advice further than to say that we would add a trifle more paste drier to the black so that it would give greater adherence. This, we believe, will give the effect you desire, and we suggest that you try it out on a job-press on some of the stock. Mix a certain proportion of the paste drier with the black and try it. After drying a day, subject the label to the usual procedure of rubbing. Maintain exact proportions by weight when the desired effect is secured.



PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Rotogravure in the United States.

Rotogravure is the subject of more inquiries to this department than any other just now, the principal question being: "Where can I learn to do the work?" Which is as easy to answer as "How can I learn to fly across the Atlantic?"

The trouble with rotogravure in this country is that it was forced upon the newspapers first, while the proper course for such a novel and intricate process would have been to begin with commercial work on small presses and gradually, as the process was mastered by the workmen, grow up to the mammoth presses already in use. The demand is now here for rotogravure in small editions for book illustrations, advertising, fine stationery, letter-heads and fine art purposes, but there are no small presses to be had. Already agents for English and German presses are soliciting orders, and it may be that after some of the foreign presses arrive our own pressbuilders will undertake building, after which those wishing to learn to make rolls for the presses will have a better opportunity, while at present there is no way to try out the rolls after etching them.

Potash for Processwork in the United States.

A recent paragraph in this department calling attention to the dependence of processwork on potash has brought out some further information on sources of supply in the United States. Before the war this country was importing 1,000,000 tons of potash of various grades from Germany, for which we paid 2½ cents a pound. The price now is 20 cents a pound. Geologists and chemists have been at work in this country to find a supply of this indispensable chemical without importing it. They report that Seales Lake, California, and lakes in western Nebraska contain 20,000,000 tons of potash, enough to supply us for a generation. They find also that the dust from cement-kilns can supply about 11,000 tons more, while as much more can be secured from the giant seaweeds of California. It has also been found that in manufacturing pig iron enough potash can be secured to make its recovery profitable. Now that France has recovered the great potash mines of Alsace we are assured of enough sources of that chemical to supply our needs cheaply without calling on Germany for any.

Why Screen Lines Cross at Forty-Five.

Sometimes the experiment of turning the copy on the board so that the half-tone screen lines will be vertical and horizontal is tried, the idea being to get a novel effect. The result is not pleasing. *The British Journal of Photography* tells why:

The cross-line screen is made with lines at angles of 45° from the horizontal for the very good reason that the average human eye is much less easily able to distinguish lines at this angle than it is when the lines are nearer vertical or horizontal, the reason being that our eyes have had much more constant exercise in the examination of horizontal and vertical lines and therefore are more easily able to detect them.

For the same reason, in three or four-color work it is not enough to have the screen angles at the right distance apart to avoid moire pattern, but the most conspicuous color in the reproduction, usually the blue, sometimes the black, should be made at the forty-five-degree screen angle, and it is because this simple precaution is sometimes overlooked that one color job looks so much more "screamy" than another one.

Offset Zinc, to Print On.

Here is the way a photoengraver may get a print on grained zinc for the lithographer to print from the zinc direct, or by the offset method:

The grained zinc is first cleansed by putting it in a bath of water, 20 ounces; nitric acid, 1 ounce; alum, 2 ounces. This solution may be brushed over the zinc a few times until the whole surface is an even gray. Then wash under a tap with a swab of clean cotton. Sensitize this wet zinc with water, 20 ounces; the white of one egg, or 75 grains of dried albumen; Le Page's fish-glue, 11 minims; bichromate of ammonia, 130 grains. The albumen of the egg is well beaten up and the solution made up as usual and filtered. The grained zinc is fastened in a large whirler, the solution poured on, the plate whirled and quickly dried with a gentle heat. Exposure is in a pneumatic frame, after which the zinc is rolled up with litho transfer-ink and developed under water with a tuft of cotton, leaving an image in greasy ink on the zinc. This plate is then turned over to the lithographer, who gums it up, lets that dry and proves it up. According to the *British Journal of Photography* the above is the way students are taught at the London Institute.

The Invention of Lithography.

From the Fuchs & Lang Manufacturing Company, New York, comes "The Invention of Lithography," being a translation of the original work written in 1817, but not published until 1821, by Alois Senefelder, who was not only the inventor of lithography, but the perfecter of it as well. To the process worker this is a most interesting book. To the lithographer it is a text-book, while the collotype worker and the zinc and offset printer can get much information that is at the base of their operations. All process workers who have done any experimenting, and there are few who have not, will appreciate how conscientiously Senefelder has described in detail all of his experiments, whether they were successes or failures. Every line of his story is worth reading, not only for the knowledge to be gained from it, but for the inspiration it is to experimenters to search for the many printing processes still to be discovered. Senefelder was a man of high ideals that might be followed to advantage in our day. He expressed the desire that his invention might "bring to mankind manifold benefits and may tend to raise it upon a nobler plane, but may never be misused for an evil purpose. May the Almighty grant this!" The price of this book is \$1.

Fishing for an Order.

At a dinner of the American Institute of Graphic Arts, Edward Penfield told the following: In the days when he was just an ambitious "cub" artist a salesman for a lithographic house got him to undertake a drawing on speculation. First a carefully worked up sketch was submitted, which came back several times for changes suggested by the prospective customer. Penfield grew impatient with the proceedings and told the salesman that in his opinion they were getting farther and farther away from the order, to which the experienced salesman replied: "No, I find this the surest way to secure an order. You first submit a poor sketch, to give the customer plenty of opportunity to criticize. This flatters him into the belief that he is an art critic. Then you go back to him again and again with the changes he suggests, until finally he gives you the order, for two reasons: In the first place, he feels the design has become entirely his own conception, and, secondly, he has not the heart to refuse giving you the order after all the trouble you have taken to satisfy him."

Prices of Some Chemicals and Materials Used by Photoengravers.

The following table, compiled by George H. Benedict, is of interest, as it shows the fluctuations in the prices of chemicals used by photoengravers for the four years, 1914 to 1919, inclusive:

MATERIALS.	May, 1914.	May, 1917.	May, 1918.	May, 1919.
Aciatic Acid, 28%, in chbs., per lb.	\$0.03	\$0.05 1/4	\$0.08 1/2	\$0.05
Acetic Acid, Glacial, per lb.....	.20	.65	.60	.65
Chromic Acid, 85%, per lb.....	.60	1.90	2.05	2.15
Muriatic Acid, 18%, per lb.....	.013 1/4	.03 1/2	.03 1/2	.03 1/2
Nitric Acid, 38%, per lb.....	.05	.09	.10 1/4	.10 1/4
Pyrogallic Acid, Crystals, per lb..	1.70	3.85	3.85	3.40
Alcohol (Completely Denatured), gal.....	.50	1.00	1.00	.85
Alcohol (Wood), per gal.....	.60	1.10	1.50	1.40
Ammonium Bichromate, per lb..	.60	1.20	1.20	1.30
Ammonium Bromid, per lb.....	.70	1.30	1.30	1.10
Ammonium Iodid, per lb.....	4.10	4.00	5.00	5.55
Benzole (5 gals.), per gal.....	.60	1.00	.90	.65
Collodion Base (5 gals.), per gal..	1.60	1.83	2.35	2.35
Collodion Stripping (5 gals.), per gal.....	1.15	1.45	1.90	1.60
Cadmium Bromid (1-lb. lots), per lb.....	1.15	3.25	3.25	3.25
Cadmium Iodid, per lb.....	3.85	4.60	5.20	5.20
Castor Oil (5-lb. lots), per lb.....	.18	.35	.55	.65
Copper Sulphate, Cryst. (100-lb. lots).....	.06 1/2	.13 1/2	.12	.10
Iron Sulphate (100-lb. lots), per lb.....	.03 3/4	.04 3/4	.05 1/4	.06 1/2
Corrosive Sublimate (5-lb. lots), per lb.....	.80	2.00	2.00	1.95
Dragon's Blood, A, per lb.....	1.00	1.50	2.00	2.00
Dragon's Blood, Special, per lb..	.85	1.25	1.25	1.50
Dragon's Blood, C, per lb.....	.50	.70	.70	.75
Hydrochinon, per lb.....	.85	2.50	3.00	2.90
Iodin, Resublimed (1-lb. lots), per lb.....	3.85	4.15	4.90	4.95
Iron Chlorid, Cryst., per lb.....	.10	.14	.14	.14
Potassium, Bichromatic, Cryst., per lb.....	.15	.60	.85	.85
Potassium Bromid, Gran., per lb.....	.45	1.25	1.70	.80
Potassium Carbonate, U. S. P., per lb.....	.14	1.50	1.75	1.35
Sodium Cyanid (10-lb. lots), per lb.....	.23	1.30	.60	.55
Potassium Iodid Cryst., per lb.....	3.20	3.35	4.25	4.00
Sodium Sulphid (5-lb. lots), per lb.....	.2560	.60
Silver Nitrate, P. & W., per lb....	6.30	8.15	11.25	11.75
Copper (size mostly used), 22x28-16, per sht.....	5.24	8.38	6.55	5.63
Zinc (size mostly used), 22x28-16, per sht.....	1.33	2.00	2.33	1.66

Bourges Three-Color Chart.

From Albert R. Bourges, New York, has been received another three-color chart which shows thirty different single color shades, "57 varieties" of two-color combinations and eighteen different three-color combinations. And with all of these is given, it is claimed, a percentage analysis of each combination. The three plates have been engraved alike. Each plate contains the same number of variations, but in alternating positions. The half-tone screen is 120. The plates are intended for the average range of three-color process inks, but may be printed in any range of inks. One set of lead-mould electrotypes of this chart will be loaned to the principal magazine publishers, free of cost, for a period not to exceed six days. They can then print from these plates in the three-color inks they use on their own stock and their own presses and in that way learn what extremes of color combinations they can secure in their publications. Mr. Bourges says the chart will not teach any one to engrave process plates or paint pictures, but it should prove an interesting and fascinating basis for study and color mixing. Mr. Bourges claims also to have standardized and numbered all the color combinations and for \$1 will send a set of his charts and explanations of his system to any address.

To Reduce the Cost of Production.

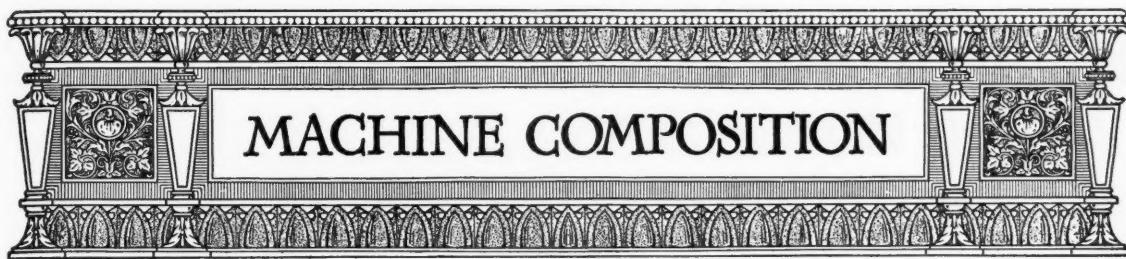
Among the many valuable suggestions supplied at the recent convention at Buffalo were those of V. J. Everton, of Detroit, who said in part: "There are on the market today a number of copy-gaging and camera-indexing systems for determining the proportionate enlargement and reduction of copies. Such a system used in connection with an automatic focusing camera will save a great deal of time by enabling the operator to bunch a number of copies on one negative, besides saving the time of focusing. This equipment is practical in every sense, but it is in use in less than ten per cent of the plants throughout the country today. There is also on the market at the present time an automatic stop regulator, a recent invention based on scientific optical laws. It coordinates all factors with optical law by balancing diaphragm openings with screen openings and screen separations, and also determines the relative equivalent exposure time. This equipment has improved the quality of work and increased production wherever it has been installed. However, the inventor has met with the usual opposition. If we ever expect to reduce the selling price and still make a profit, we must make an organized effort to produce our work in a scientific manner.

Uncounterfeitable Bank-Notes.

Previous paragraphs in this department have told how General Frederick von Eglofstein tried, in 1868, to get our Government to adopt a photointaglio engraving method for United States paper money to protect it from counterfeiting. It would appear ridiculous to propose a photographic process for engraving that could be so easily duplicated in the same manner. The facts are that photoengraving can not repeat itself if done through a wavy cross-line screen as the General intended. The British Government has adopted rotogravure for printing its bank-notes, and a proof that they can not be counterfeited is shown by information at hand that the British Government sent fresh copies of these new bank-notes to the photoengravers of that country with a request that they try to counterfeit them, and none of them succeeded. One of the cleverest photoengravers of England had his workmen engaged on it for three months and failed to make a passable counterfeit.

THE SECRET.

An uppish little printer-man
Said to competitor: "Honor bright!
Tell me, how do you patrons get?"
Three words in answer: "Treat 'em right!"—G. W. Tuttle.



BY E. M. KEATING.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

Operator Breaks Keyboard Keyrod.

An Illinois operator of many years' experience states that some meddlesome boy ran his fingers over the keys of his machine, and as the keyboard had been left unlocked it resulted in a broken keyboard rod. This occurred when he turned the keyboard rolls (forcibly) over by hand. This being his first experience with a trouble of this kind he enlisted our aid (by long-distance telephone) in removing the broken rod (the small "a" being the one affected). The following procedure was suggested: Lock matrices, lock keyboard, remove magazine, elevate keyrods by raising rod-lifting lever and throw upper keyrod guide back, unhooking keyboard rods from verges. Remove escapement, keyboard rod-spring and spring-hook, remove screws on right and left lifting-bracket and draw out lifting-bar. Push back magazine frame and remove rod. As a substitute for the broken rod would not be available for another day, he inverted the rod and cut a notch for the lifting-bar and one for the heel of verge, and drilled a hole for the spring-hook. The delay did not cause any great inconvenience in getting out the paper, although the mishap occurred on press day.

Matrices Become Oily Soon After Being Cleaned.

A Louisiana operator states that he cleans matrices and magazine frequently, and also every place with which the matrices have contact, yet in a short time they appear to become dirty and pass through the magazine more or less sluggishly, especially thin matrices.

Answer.—In the matter of matrices becoming oily on passing through the machine, there is one place you did not mention cleaning. We would suggest that you remove the ejector-blade and see if it is oily. It happens occasionally that a greasy ejector-blade will cause oil to be deposited on the face of the mold, and from the mold face the matrices receive a coating of oil. We believe that you will obtain relief by the following method of cleaning matrices and magazine: (1) Run out the matrices and place them on a narrow galley, standing them on their edges in two rows. (2) With a white rubber ink-eraser rub the upturned matrices until the index side is bright, including the ears. The eraser removes the dirt and polishes the matrices at the same time. (3) Take the magazine-brush and dip into dry graphite and polish off the matrices, brushing across the matrices so that the bristles will enter the spaces between the matrix-ears and brush out the particles of rubber lodged therein. A vigorous brushing in this manner removes all rubber and gives the ears a smooth finish. Now blow all dust and rubber from the galley, and place another galley on top of the matrices and turn them over. Repeat cleaning operations on this side of the matrices, but be certain to avoid the casting-seat of the matrices. Clean and polish in the same manner as on the other side, but do not use rubber near casting-seat as it will damage the walls of the matrices. (4) Polish

channels of the magazine, using graphite on brush, and clean distributor-screws with a clean cloth dipped in gasoline. Run in matrices and try.

Distributor Trouble From Obscure Cause.

A Georgia operator writes: "I am having trouble with the distributor on a Model 5 linotype and would like to know how to correct it. I have gained much valuable information from your department of THE INLAND PRINTER and have no doubt you can set me straight on this matter. Sometimes the distributor will run for hours at a time without clogging, and again it will clog every line or two for a couple of hours, when the trouble will cease without any apparent reason, then it will begin to clog again in an hour or two, or in a day or two, as before. I am using practically new matrices, all in good condition, there being no damaged or bent ones in the fonts. The rails in the distributor-box are only slightly worn and the matrix-lift seems to be working properly. As the matrices ride along on the combination bar they frequently wobble at the bottom as though they were dragging on the tops of the channel entrance partitions, yet there is a clearance of about one-eighth inch. When the trouble is at its worst, the thin matrices, instead of dropping straight into the channel entrances when leaving the bar, will twist slightly as they drop, strike at an angle on the partitions and fall flatwise, covering the entrances and causing the matrices to mix badly in the magazine. Occasionally two or three thin matrices will fail to leave the bar at the proper place and drop to the floor from left of distributor, and this when there are no matrices flatwise to prevent them from dropping. Again, I sometimes find that a matrix has dropped about half its length into the channel entrance, then been pushed sideways by the distributor-screws, and has thrown out the clutch; or possibly there will be two-matrices stopped in the same entrance, as though they had dropped together, although it is apparent that this could not have happened. These troubles occur principally with ten-point and most frequently with thin matrices, although they occur occasionally with eight-point thick matrices."

Answer.—It would be difficult for us to assign a distinct cause for your trouble. Probably a close examination of the position of the offending matrix when the distributor-screws stop will bring this to light. If several matrices are in a channel and one is found in the upper end of a magazine channel, note the character and pass all of them into the distributor-box again. Then observe closely the distribution of the matrices to see if the stop is repeated. An analysis of every stop may lead you to the cause. If the offending characters are thin ones, such as periods, commas, i's or l's, the cause may be located in the distributor-box, and is probably due to two thin matrices being raised at one time by the lift. In such case you will find it necessary to replace the box-bar point. We can only suggest that you closely observe the position of the offending characters when the stop occurs.

PROFICIENCY IN THE USE OF ENGLISH.

BY F. HORACE TEALL.



ROM time immemorial until recently the fallacious idea was very commonly entertained — and it is still common, though less so than it was — that experience at setting type invariably led to expert knowledge of the language, so that one of long experience was assumed to be an adept in spelling, grammar, punctuation, and all details of expression and of form. The naturalness of this idea can not be denied, and we must admit that the fallaciousness asserted is largely in the assumption of universality. No deep insight is necessary for us to realize that something more than typographic experience is needed by typographers as well as by others to promote perception of correctness in language use.

Among printers, as among others, it is and always has been a fact that a great majority not only do not recognize departures from correct usage as such, but actually speak and write incorrectly. This prevalent incorrectness undoubtedly arises from inadequateness of education. We would not inveigh against either teachers or learners for failure. But too much can not be said or done looking toward betterment, except that betterment itself must not be held to consist in finicky purism, which would rather lead to deterioration.

Nothing can be said about the desirability of thorough knowledge of language which does not apply to all others as well as to printers, except that the printer is subject to a more urgent demand for practical use of such knowledge than other workers are, since use of language is more closely involved in his work. It is almost entirely with reference to the needs of printers, especially of proofreaders, that this is written, because they are naturally so much called upon for language expertness.

The writers of what is to be printed are alone responsible, except sometimes an editor, for what they produce, but even the best of them are liable to accidental error which a proofreader may and should correct in cases where it is plain that what is in copy is purely accidental, or query when it is possibly intentional. Some examples may be of use here. We have seen more than once in copy a transposition of the figures of a date, as 1687 for 1867, where the intention was so unmistakable that even the operator should have corrected it in setting, and yet where the reader has only queried it, and at least once where the reader passed it unnoticed. When a proofreader finds in copy Korea regularly spelled so, but in one instance finds Corea with no stated or implied reason for the difference, he should unhesitatingly correct it to be Korea. When copy mentions the Ambassador to Italy as Walter Hines Page he may not be so sure of the needed correction, and should therefore query to the author whether the man's name should be Thomas Nelson Page or the country's name England. These examples are from actual occurrence. How are we to secure the kind of proofreaders who will handle such matters efficiently? Let us, before attempting to answer this question, try to realize what efficiency involves.

It is far from the present writer's intention to hint that readers should make changes, or even suggest them, without sufficient reason. They can not have sufficient reason unless by mere chance without sufficient training in thinking. Indulgence in criticism based on mere idiosyncrasy is too frequent among proofreaders who really mean to be helpful, and it arises mainly from insufficient thought. We need urgently more general acknowledgment that no one has a monopoly of knowledge. And even more we need recognition of the fact that nothing else is quite so nearly impossible as it is to induce any one to accept a decision directly opposite to one of whose correctness he has formerly been convinced, especially when one side is as reasonable as the other, which equality can be

known only through adequate thought: And our common-school education is lamentably lacking as to cultivation of thinking power.

We would not be thought to mean that we have no good teachers or no good learners, for excellent teachers abound, and many would learn well even without a personal teacher. But our system of education has not yet afforded such a general result as to be entirely commendable, and one of its weak points is the teaching of language, which should be an invaluable source of thinking power. Progress has been made in the teaching of language but comparatively little. For instance, the old-time adherence to the letter of the text-book has almost if not quite disappeared. An example of what is meant occurred in the writer's school days. During an examination in grammar he answered one of the questions in words other than those of the book, though with the same sense, and was in consequence withheld from advancement, so that his progress in learning was greatly retarded where it should have been accelerated. Something equally censurable occurred in a public school not more than seven years ago, where another boy was held back because in a composition he wrote "tiptop" as one word, when his teacher thought it should be "tip top," two words. Both of these occurrences are mentioned merely as things that actually happened which are no longer probable. They certainly do not evidence great usefulness of the teachers, though it is likely that the educational system in vogue was most to blame.

It may well be doubted that any one save the utterly illiterate, of whom too many there are even yet, has any idea that people need no education in knowledge of their native tongue. Of course they must have, for any systematic understanding of it, instruction which must be founded on the accomplishment of those who have already learned most; and this must inevitably be embodied in text-books. Moreover, any really worth while education must include much more than grammar; but the indispensable beginning, we are confident, must consist in the teaching of grammar. All of which not only seems, but actually is, the merest truism, and justified even to its writer only by one circumstance. That circumstance is the existence of the inane notion that grammar text-books are not needed. An editorial article in the *New York Sun*, January 17, 1898, said: "There never was an English grammar that didn't darken understanding. The whole pack of English grammars is but a set of fossilized rules and *obiter dicta* about this wonderful, illimitable, and passionately living speech." Any such book, it says, "is an ignorant and presumptuous heretic and sinner against our sacred English speech." It must be that this was not meant literally, but many grammar books are liable to just such charges and such condemnation.

Practically all teaching of grammar is at present, as it always has been, nearly nullified by being mainly drilling in systematic rules that are sometimes verbally learned by the pupils, but which are seldom understood by either teachers or pupils. Yet the essential facts of English language use can be clearly and interestingly stated, and our teaching will never be all it should be until this is done. The prime need is for provision of suitable books; these being had, it might be advisable to dispose of all the old ones as effectively as the *Sun* prescribed.

A CAREFUL AND THOROUGH JOB.

Efficiency is an admirable quality, but it can be overdone, according to Representative M. Clyde Kelly, of Pennsylvania. "Last election day," Mr. Kelly explains, "the city editor of my newspaper in Braddock sent his best reporter out to learn if the saloons were open in defiance of the law. Four days later he returned and reported, 'They were.' "—*San Francisco Argonaut*.

EXAMPLES *of* **TYPOGRAPHY** *of Character*

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VOLUME ONE

NUMBER ONE

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the buyers of printing*

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July: 1919



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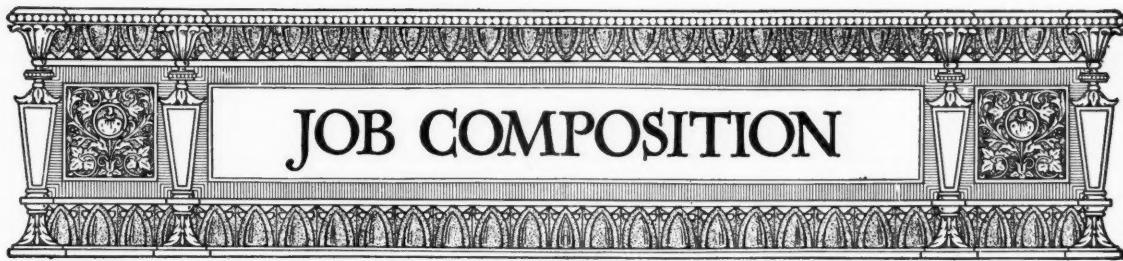
to the Colored Race
in Florida



A campaign for support
in an endeavor to widen the scope
of an institution devoted to
the good of the race

¶

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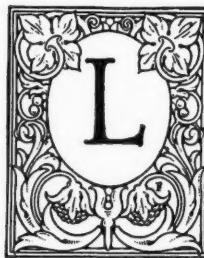


BY J. L. FRAZIER.

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression.

By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

VI — CAPITALS, LOWER-CASE AND ITALIC.*



ET it be said in beginning that it is not the intention of the writer to deal with the subject of this chapter from the standpoint of the author or the proofreader. In body-matter certain words, of course, must be capitalized, and others are properly set in italics, but consideration of the uses of the several letter forms in those respects properly comes under the head of proofreading and correct writing. The author is concerned only with type-display for attraction and interpretation, and his remarks on the use of capitals, lower-case and italic will be governed entirely by the consideration of their employment in display.

As the Roman Forum lies under the level of the streets of the modern city of Rome today, so the derivation or the original purpose of our common roman letters may be said to lie underneath the strata of our present every-day use. Just as soon as we begin to study the subjects of capitals, lower-case and italic we discover that many of their former uses have been abandoned. For example, Aldus, who invented the italic type in 1501, used that style as a text letter for a number of years. A book printed from italic types would not meet with the approval of present-day readers, and for obvious reasons. A recitation of discarded usages would cause this work to appear of a historical nature, whereas it is the author's desire to treat of types only in their relation to expression in display.

In delving into the subject of type use we are also likely to discover a great many dogmatic opinions and traditional practices of intermediate invention which have been in vogue many years and are therefore

deeply rooted. Some of these practices have bases in reason while others, unfortunately, have not. Those opinions and practices which prove productive of good results in composition should by all means be retained, and we should be thankful that their roots are already deep, to better assure a continuance of their beneficial influences. On the other hand, if we allow our reverence for the antiquity of some of these expedients, or the importance which others attach to them, to influence us unduly we handicap ourselves by failure to adopt modern ideas which are more desirable.

To take one or the other of extreme positions — religious adherence to traditional practices which have no basis in reason, or disregard of the good that long practice has demonstrated—is to limit our opportunity for maximum success in the field of type-display. Just because something has been practiced in the past does not prove that it is right for all time; and the fact that something is old does not necessarily mean that it is out of order and must be made over. Indeed, the basis of what is really good printing today remains quite firmly fixed upon the lines laid down by the "Old Masters." Where conditions have changed we have abundant right to depart from the conclusions of our early and honored craftsmen, but where centuries of use have proved the value of certain practices we should not allow ourselves to become iconoclasts.

The capital letter is a letter of formal shape, having a simplicity and dignity which made it well suited to its initial use for inscriptions cut in stone upon the walls and arches of ancient Roman cities. This is one traditional practice which has not as yet been improved upon; roman capitals are all but universally employed for the same purpose today, and, on classic structures at least, anything else would appear out of place. Likewise, nothing better

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FAREWELL ADDRESS
TO THE PEOPLE OF THE
UNITED STATES**



NEW YORK
THE MARCHBANKS PRESS

1919

FIG. I.

*Copyright, 1919, by J. L. Frazier.

has been found for titles and headings, as well as formal printing generally. What other form of letter could be used with satisfaction for the title-page reproduced as Fig. 1?

Because of the frequent repetition of vertical stems and the strict maintenance of parallel lines in a large title the roman capital is admirably suited to the rectangular pages of a book, just as in the initial use it was well suited to architectural



FIG. 2.

facades erected by plumb and level. When several lines of capitals are placed close together, however, as in the case of the lines in the body of Fig. 2, the rhythm of repeating stems and the unvarying horizontal parallels have a tendency to carry the eye along without clearly disclosing the words themselves. The effect is pleasing, of course, owing to consistency and beauty, but the difficulty experienced in reading makes it inadvisable to employ capitals alone when there is considerable matter.

- 1 ONE SIZE AND STYLE
OF MANY TYPE-FACES**
- 2 PROVIDES SEVEN CHANGES**
- 3 With Which One Can Vary**
- 4 *The Appearance of Type-Lines***
- 5 for the purpose of providing**
- 6 *distinctions to make print clear***

FIG. 3.

Our lower-case (minuscule) is derived from certain of the rounder, clearer styles of penned letters which were later evolved and which were employed in lettering manuscripts immediately previous to the invention of printing. Because of the fact that the individual letters were characterized by features which made them more easily distinguishable from each other than capitals, lower-case characters were accepted gratefully for the very practical reason that their use made reading easier, and they are appreciated for the same reason today. Words as well as letters were made more quickly recognizable, not only because of the greater distinction between the letters, but also because of the long projecting stems, the

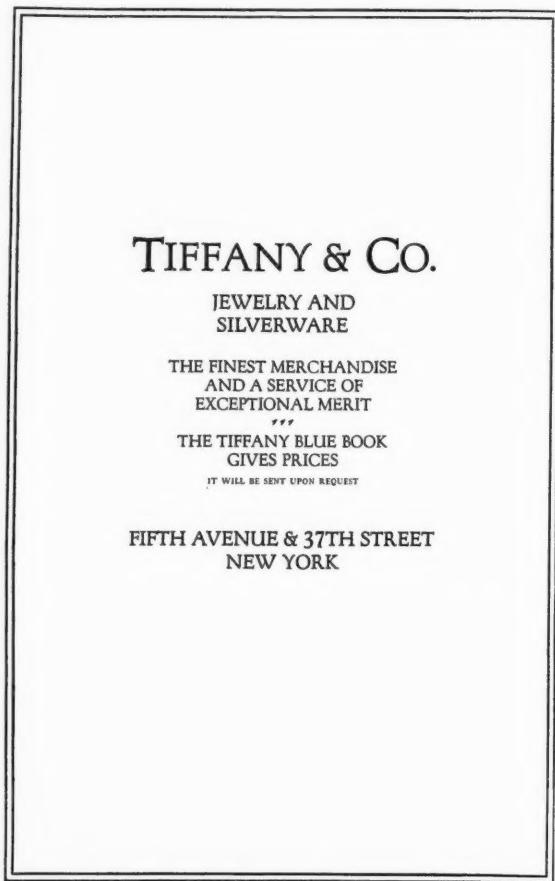


FIG. 4.

ascenders and descenders, of some of them. The frankly varying widths of the various letters likewise assisted recognition, while the distinctive features of the forms f, g, k, t, etc., also had their effect in increasing the individuality of words.

After the majuscule (capital) of the Roman stonemason had been associated with the minuscule (lower-case) of the penman, the closer-fitting, slanting letter, known as italic, was evolved by Aldus. The primary object in the invention of italic was to conserve space, but this original purpose is not a consideration in its use today. Because of its contrast with the upright roman, italic is employed in reading-matter to mark changes or distinctive portions in the text, as well as for some other minor purposes, explanation of which is to be found in office style-books, where it is proper.

Thus we find available for our use capitals, lower-case letters and italic letters of a number of series, bound together by family ties and having sufficient resemblance in their general

characteristics to make their use together pleasing while affording the most desirable means for giving expression through display and emphasis to words in print.

What use, then, shall we make of these three elements of the font? Naturally, if there is no argument against it we may follow precedent. In work of a conservative nature, wherein there is a minimum of display, we may well observe the following suggestions:

1. Capitals alone are used effectively and legibly for headings and titles.
2. Lower-case letters with the first letter of important words in capitals are used for titles and headings.

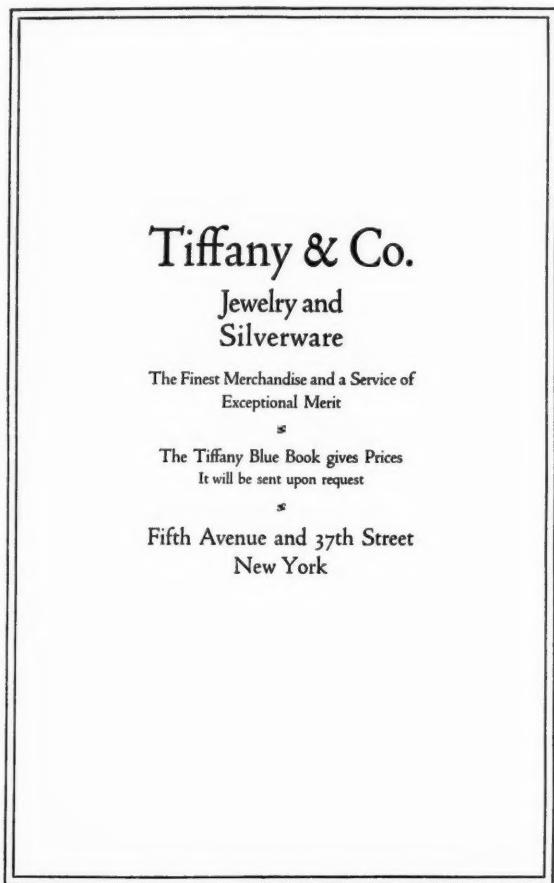


FIG. 5.

3. Small capitals are used in the same manner as lower-case with capitals for titles and headings.

4. Small capitals or full capitals are used for the remainder of a word begun with an initial letter.

5. The capitals of script, black-letter and other ornate styles can seldom if ever be used alone effectively.

6. In the midst of text-matter, lower-case with the first letters of important words capitalized is more emphatic than lower-case alone.

7. In the midst of text-matter set in roman, italic lower-case is considered more emphatic than lower-case, small capitals than italic, and full capitals than small capitals.

No good reason has yet been advanced for disregarding the practices outlined above in conventional typography.

Modern commercial demands and display have found other uses and developed other values in the various forms of letters, however, which have been added to their duties. For display

purposes every roman body-type and quite a number of display-type series provide the compositor with five correlated series of alphabets, as follows: (1) The roman lower-case or small letters; (2) the roman capitals; (3) the small capitals; (4) the italic lower-case; (5) the italic capitals.

These in themselves are in many instances sufficient to give full expression to type in display. For example, as we see

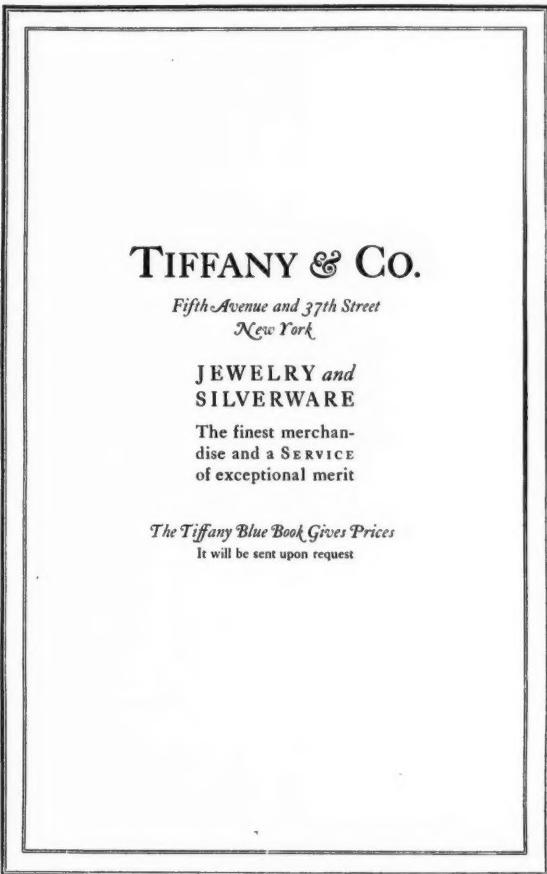


FIG. 6.

capitals, lower-case letters and italic letters, and combinations of these, set in lines as in Fig. 3, it is plain that roman capitals are larger and bolder than italic capitals. It is also apparent that roman lower-case letters are stronger than italic lower-case letters, the former being full and open while the latter are slanting and compressed, or compact. Line 1 of Fig. 3 is

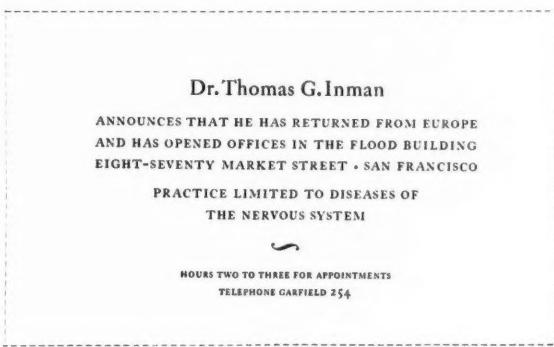


FIG. 7.

obviously stronger typographically than line 2; line 4 is stronger than line 5; and line 6 is stronger than line 7. We have, therefore, amended the conventional progression of emphasis which consisted merely of italic, small capitals and full capitals, to include all practicable variations of the font's characters. This enables us to avoid other type-faces which might not prove harmonious, if indeed they added strength to the display.

The Modern Market-Place Is the Modern Magazine

The only method of advertising known to the ancients was the word of mouth. The merchant who had wares to offer brought them to the gate of the city and there cried aloud, making the worth of his goods known to those who were entering the city and who might be induced to turn aside and purchase them.

*Today the market place of the world
is in the pages of*

EVERYONE'S MAGAZINE

People's Publishing Company

WILLIAM R. SEWELL, Advertising Agent

220-222 West Kitchener Street, Glasgow, Scotland

FIG. 8.

In modern typography, much of which is of an advertising nature and all of which may be improved through punctuation by means of emphasis, thereby improving expression, we can not hold ourselves to a few general rules in the use of type as we can in text-matter and in conventional display. We must enlist all possible forces if the result of our labor is to interpret properly and attract forcibly and favorably. In display we have the right to make use of any possible typographic effect that will bring out the meaning of the writer more clearly, provided it will at the same time prove an attractive arrangement. Display delights in contrasts such as are shown to be

Specify Fluid Compressed Bronze Jackets On Your Press and Breast Rolls

These special jackets are produced by a patented process involving the art of casting in metal molds and they are entirely free from any imperfections.

- ¶ The metal is close grained and uniform throughout.
- ¶ No plugs or burned-in spots are ever permitted or found necessary.
- ¶ Our Fluid Compressed Jackets are made from new metal and are chemically and physically tested.
- ¶ They cost no more and often less than the ordinary jackets you have been used to.

Prompt Deliveries

The Sandusky Foundry and Machine Company
SANDUSKY, OHIO, U. S. A.

FIG. 9.

possible by Fig. 3, though that example itself is not claimed to be a specimen of good composition, for, in the first place, seven changes in seven lines is a violation of restraint, a quality which saves display from confusion, and in the second place the great number of slight differences is not restful to the eye.

Coming to the consideration of how capitals, lower-case and italic are to be treated in display for the most pleasing results in composition, we find many differences of opinion. The fact that long association has made them akin, and that when of the same series they have a family resemblance which makes their judicious use together pleasing, while functioning in interpretation, does not mean that they can be mixed indiscriminately without friction. While their use together is often essential to the clearest possible expression of words in print, there are limits beyond which their use together may be harmful rather than helpful.

Furthermore, there are those who insist that lines set in capitals and lines set in lower-case should never be brought together in display. It is true that the consistent use of capitals, as in Fig. 4, produces the most dignified composition

Graduation Exercises



Class of Nineteen Hundred Nineteen
Worcester Boys' Trade School

Higgins Hall
Boys' Trade School Building

Thursday Evening, June 26, 1919
At Eight O'Clock

FIG. 10.

and that the use of lower-case, as in Fig. 5, is the most legible while being consistent and attractive to a high degree, though it is not so appropriate for reasons of derivation and harmony as that of the full capitals. In title-pages and advertisements of few lines where there is plenty of white space there is often very little reason to change the forms of letters, for under such conditions variation in size and the contrast of white space may be depended upon to provide the necessary distinctions. In the greater part of general displaywork, however, difficulty will be experienced in obtaining the proper degree of contrast between lines for adequate emphasis and for clear expression unless we resort to the differences of capitals and lower-case or roman and italic. Those who insist on all capitals or all lower-case are purists who are more concerned with the appearance of the form than how it will function. In order to obtain a very correct and chaste form, compositors who so restrict themselves sacrifice the wider choice of media and the possibilities they afford for the clearer presentation of the matter.

Fig. 6 is probably not as pleasing as either Figs. 4 or 5 and yet it must be conceded that it is more expressive, that the points therein are set forth to the reader's attention in such manner that he can grasp them with greater ease and certainty, because of the separation or punctuation by changes afforded by capitals, lower-case and italic.

It seems that those intelligent compositors whose manner of handling type in display is the result of study from various sources, and who use capitals with sometimes a little lower-case and lower-case with sometimes a few lines of capitals, sacrifice nothing of consequence in an artistic way and maintain a very dignified style of composition. Their work, in addition, has the advantage of the stronger contrasts without shattering the idea of harmony or rather unity, for we must admit that even in book pages, capitals, lower-case and italic have long been used together without great offense.

Italic is never selected now as the type for the text of a book, but it may be used with good effect for the preface. Good taste forbids its too frequent employment in its much abused office of distinguishing emphatic words. An excess of italic spots and disfigures the page, confuses the eye, and really destroys the emphasis it was intended to produce. Yet italic can not be put away entirely. There is no other style so well adapted for subheadings, for names of actors or persons in plays, for titles of books, and for special words not emphatic that should be discerned at a glance.

FIG. 11.

While we must concede the right to mingle capitals, lower-case and italic, and admit that there are advantages to be derived from such association, certain restrictions are advisable. It is well to avoid subordinating capital lines to lower-case lines. While the name in Fig. 7, set in lower-case, has plenty of contrast and stands out effectively, the thoughtful student of typography will sense in this example an inconsistency which displeases. The lower-case line, topping the lines of dignified capitals, seems out of place, for capitals must be considered as superiors. When the chief line in the display is in lower-case, supporting and subordinate lines as a general rule should also be in lower-case. The exception is when there is some matter in smaller type which is of sufficient importance to be worthy of assuming a contrast with the chief line.

In Fig. 8 we have a two-line title in lower-case at the head of an advertisement while the name of a magazine appears in capitals below. Inasmuch as this example is the advertisement of the magazine named in the line of capitals, that name quite properly is entitled to a position approaching equality with the heading and at the same time makes a contrast with it so that both stand out clearly. A flagrant violation of the principle of the suggested rule is illustrated in Fig. 9, for the line "Sandusky, Ohio, U. S. A." has no right to be capitalized

while the heading of the page remains in lower-case. When the top line of an advertisement must stand in lower-case it is presumption for other lines to stand in capitals of a size even approaching that of the lower-case heading.

Since, as shown in Fig. 3, roman lower-case is stronger typographically than italic lower-case, the former must be considered superior to the latter in display, just as roman capitals are superior to roman lower-case. In Fig. 10 we have a parallel of Fig. 7, with a lower-case italic heading over roman lower-case for display. The same inconsistency as in Fig. 7 is sensed upon looking at this example, while the italic, which is one size larger than the largest roman below, does not appear so large as the difference in body suggests.

The mixture of italic with roman in display ought to follow the same regulations, whatever they are, that we impose on capitals and lower-case. Italic, though accepted as a mark of

Italic type is never selected now for the text-matter of a book, but it may be used with good effect for its preface. Good taste forbids its too frequent employment in its much abused office of distinguishing emphatic words. An excess of the italic spots and disfigures the page, confuses the eye, and really destroys the emphasis it was intended to produce. Nevertheless, there is no other style so well adapted for subheadings, for names of actors or persons in plays, for titles of books, and for special words not emphatic that should be discerned at a glance.

FIG. 12.

emphasis with roman, is emphatic only by contrast and not because of any inherent peculiarities of the letter, as some may assume. Fig. 11 and Fig. 12 demonstrate the truth of the above statement by showing that a word in roman in a mass set in italic stands out stronger than a word in italic in a mass of roman. Furthermore, these examples, as well as Fig. 2, demonstrate that the roman is naturally stronger, and that in display it should be to italic what the capital is to lower-case.

Capitals possess a dignity which is not to be found in lower-case letters. They are the aristocrats of our letters, while the lower-case letters may be considered as representative of the masses, just as it was not until their invention and use that learning was brought within the reach of common people. While the lower-case letters are the more useful they are not the natural leaders, and do not grace important posts with the same facility as capitals. With capitals as majors, lower-case letters appear at a decided disadvantage except as attendant letters. It is, inversely, possible to increase the importance of lines in capitals by the proximity of lines in lower-case, and for that reason, if for no other, one class must not be banished from the other, at least in displaywork, where every possible medium of expression is essential if we are to catch the attention and interest and influence the readers of our displays.



A decidedly striking house-organ cover from the publication of the
Corona Typewriter Company, Incorporated, Groton, New York.

SPECIMENS

BY J. L. FRAZIER.

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Requests for reviews by mail must be accompanied by stamped self-addressed envelope.

WALTER WALICK, Chicago, Illinois.—The mailing-folders, designed and composed by you, are striking. On work of this nature Advertisers Gothic in display shows to good advantage, and you have handled it in an excellent manner.

EDGAR S. YATES, Chicago, Illinois.—Your display-cards, advertising your services as a hand-letterer, are attractive to a high degree, the excellence of the lettering and design being emphasized by the colors of stock and ink used and by good presswork. An especially attractive card is hereewith reproduced.

O. W. JAQUISH, JR., New York city.—The announcement of the opening of your office at 101 Park avenue, done in hard-bound book form, is impressive, not only because of the quality of the book and the designs therein, but also because of the novel character of the announcement in its entirety. Exceptional taste and talent are evident in every feature of the work.

JAMES L. COREY, Jacksonville, Florida.—We are certainly pleased to receive the attractive business-card for "Ambrose the Printer," as we recall having given an adverse opinion on another card for Mr. Ambrose some time ago and feel that our suggestions may have proved of assistance. While being neat and pleasing to the eye, this card is nevertheless sufficiently strong in display to meet every advertising purpose.

MORRIS REISS PRESS, New York city.—You have done some very good work with the new Goudy series, judging from the specimens making up your most recent contribution to this department. We have no suggestions to make for their improvement typographically, although, doubtless, we would have handled some of them differently, perhaps only for reasons of personal taste. The colors used in printing have been selected with good judgment, governed by excellent taste.

EDW. H. LISK, INCORPORATED, Troy, New York.—"Vacation Number Two" of *The Lisk Key* (main title) to *Quality, Service, Results* (subtitle) is attractively designed and printed, and, as an unconventional piece of advertising, should score high; such items are, in fact, often productive of better results than a direct bid for business. The cover, printed in a light green tint and a deep bronze green, embossed, on rough white stock, is decidedly pleasing.

H. JACKMAN, Cleveland, Ohio.—The title "Modern Ideas" is attractively designed and composed. If the colors which you have penciled in the black proof are intended to indicate your idea as to the method of printing the design in three colors, we would state that the yellow is quite too strong for such a large area and the green is too weak for such a small area. Colors should be bright in inverse ratio to the area covered. With the yellow toned down to a buff and the green made slightly brighter we are sure the effect would be pleasing.

R. H. PARMALEE, Albany, New York.—Your twenty years in the printing business have not

been spent in vain, for the "twentieth anniversary" package of specimens contains a large number of excellent samples of printing. Probably the dominant characteristic is that the work is sensible, that you have not striven merely for pretty effects but for legibility and display effectiveness as well. Furthermore, the style is simple and, as such, precludes any waste of time in production. We compliment you and hope that the next twenty years will be as profitably spent as the past twenty seem to have been.

HARRY E. MILLIKEN, Worcester, Massachusetts.—Specimens of printing received from you, the work of students of the printing classes of the

Worcester Boys' Trade School, who are under your direction, are excellent in every way. We are pleased to note that attention has been given not only to outstanding matters such as display, harmony, etc., but to spacing as well. The importance of details, unfortunately, does not seem to be impressed upon the minds of students of the average printing class, as much of the work we receive from schools is poorly spaced. Here of all places the importance of details should be emphasized, and we are happy to have this evidence that in your classes at least the minor yet important details are given the consideration they deserve.

FRYE & SMITH, San Diego, California.—The book-label used for your library is attractive. It would be better, in our opinion, if the lines of the upper group were somewhat more widely spaced and if the rules beneath the group were eliminated. Colors of ink, deep green and orange, form a pleasing combination on the sepia stock, the colors being used in proper relation to the area covered. The program for the company's annual outing is clever in general, as well as in the details of typography. On the title-page, however, we note again the use of cut-off rules where they are not necessary, as the large amount of white space below the group affords ample separation. The compositor perhaps thinks he is using such rules for a decorative purpose and not as cut-offs, but we are unable to see in what way they add decorative value. Press-work is excellent.

THE BRITTON PRINTING COMPANY, Cleveland, Ohio.—The catalogue for The Wescott Motor Car Company, printed by you after the layouts of Fuller & Smith,



HAND LETTERED

*Advertisements
Announcements
Complimentary &
Business Notices
drawn in the latest
Vogue, combining
legible & artistic
Characters with
appropriate Design*

EDGAR S. YATES
601-2 Manhattan Building · CHICAGO
Telephone: Harrison 6242

Announcement-card by Edgar S. Yates, Chicago letter artist of many years' experience. The original was printed in yellow and violet on onyx stock harmonizing nicely with the colors of ink used. The effect produced was decidedly pleasing.

September, 1919

Advertising Agents, is one of the handsomest catalogues we have ever seen — and that means much, for if there is one line of printing that is consistently high grade it is the printed advertising of manufacturers of the finer motor-cars. The catalogue is also quite distinctive in general format and appearance, having an individuality quite its own. We especially like the handling of the inside pages, the massing of type and white space giving an effect that is not only striking but very agreeable to the eye. The cover, printed from a distinctive hand-lettered design in orange and black on rough india tint cover-stock, is also distinctive and pleasing. We can see no opportunities for improvement in the presswork, the large number of half-tone illustrations being handled in a manner which is wholly admirable.

LEWIS-THOMPSON PRINTING COMPANY, Kansas City, Missouri.—The specimens are clever in design, as well as in the manner in which they were printed. You employ the Parsons series, a letter which, while difficult to handle, with good taste and judgment in composition, makes exceptional results possible.

GEORGE P. B. GILMAN, Lynn, Massachusetts.—Your specimens are of very good quality and, considering the nature of the work, are wholly satisfactory. In our opinion, your own handling and layout of the Wightman & Hough Company title-page is much superior to that of the customer's choice, not only because of the better handling typographically but more especially because you have emphasized the proper things, the products of the company, while your customer emphasized the name of the firm, subordinating the names of those products. The people to whom these folders are sent are asked to buy the products and not the company. Besides, what interest can there be in the name of a firm as compared to the item which the people are interested in? However, the customer pays the bill and is entitled to what he wants, even when what he wants is not the best that he might obtain by taking advantage of the knowledge and experience of experts in a line with which he is at best unfamiliar, at worst, ignorant. Letter spacing in the two lines of the smaller group on the cover, "The Goose or The Hen," where word spacing is too wide, would improve the general effect.

UNGAR C. MURMAN, Washington, District of Columbia.—In general, the wall-card, printed from Forum capitals in green on buff hand-made finish cover-stock, which sheet was mounted inside a panel border printed in gold on dark green cover-stock, is very pleasing. The effect, as a whole, is rich and attractive. Improvement would have resulted if a larger initial had been used, as the one employed is somewhat too small in relation to the large size of capitals used for the text. Furthermore, the blank space at the bottom is rather too large, the type-matter being somewhat too much out of proportion in relation to the panel and space occupied. It is difficult to take a short motto such as this and with large type arrange it in a form having pleasing proportions, as the difficulties of spacing when but two or three words can appear in a line are great. Here, especially, a larger initial might have helped, though, again, it might not. Better results in this case would probably have been possible only by changing the proportions of the paper to fit the best possible arrangement of the type, and an oblong

arrangement would probably be the only solution of the difficulty you faced in this design.

W. W. DRUMMOND, Pueblo, Colorado.—Specimens of your latest work are neat and pleasing to a high degree. The restraint practiced in the selection of type sizes is largely responsible for the effect of neatness, although the simple manner of setting the forms also carries out the idea. Nothing of display effectiveness is sacrificed for the appearance of neatness, however, as you have not gone too far. The handling of the songs for the International

*We appreciate
your remittance
and the busi-
ness which you
have given us.
We will look
forward to the
continuance of
a business rela-
tion which we
trust has been
most friendly
and satisfactory*

Lewis-Thompson Printing Company

Novel and attractive handling of envelope-slip by Lewis-Thompson Printing Company, Kansas City, Missouri. Original was printed in deep blue and blue tint on primrose-colored enameled stock, an especially pleasing harmony.

Rotary Convention is admirable, and also quite new and novel. For the benefit of our readers, we will state that each song was printed on a round-cornered card the size of the standard playing-card and that in two of the corners — the upper left-hand and lower right-hand corners — as on the playing-cards the insignia of the leading cards in diamonds, hearts, clubs and spades appear. There were fourteen cards, the ace, king, queen and jack of all four suits except spades, of which only the ace and king were used. The songs were printed in the center of the card where the large signs of the playing-card usually appear. Such novelty in items of this nature is always popular and can be depended upon to provoke much interest on the part of those in attendance at meetings where they are used. The idea is worth remembering.

HAYWOOD H. HUNT, San Francisco, California.—Every specimen in the large collection that you have sent us bears evidence of a master hand. The exceptional effects which you secure with few type-faces demonstrate the fallacy of the all too general opinion that many and varied styles of type are essential to give type-display "life and decent dress," as the ad men say. The large mass of Cheltenham Bold capitals in the title of the announcement for the California School of Fine Arts is very illegible, not only because of the fact that under the best conditions capital letters are not so easily read as lower-case, with which, as readers, we are more familiar, but also because the lines of the group are far too closely spaced. Much better emphasis would have been secured had some of the lines been set in lower-case or italic, perhaps both, for then the effect of contrast would have punctuated the matter by separation and division, so that the several points presented in the heading would be selected by readers in turn and in proper relation to their importance for clearer understanding. The house-organs, *Cottonyarns* and *The Informant* would be difficult to improve upon. Each is pleasing and effective to a high degree, and, furthermore, each publication has individuality, a feature of considerable value in publications of that sort.

GLENN A. WHIPPLE, Plymouth, Indiana.—In so far as composition and display are concerned, the specimens you have sent us are very good. Presswork is not what it should be. In some cases this is due to lack of sufficient ink and in others to weak impression. Bond-papers, especially, require a firm, hard impression; in fact, printing on most papers with small type is enhanced by the use of reasonably hard packing. Of the two headings for B. C. Southworth & Son, we prefer the one set in a single mass, because of its greater simplicity, unity and dignity, as well as because it occupies less space on the sheet. In both these specimens we note a fault which is apparent in all the other examples wherein red is used. Red used with black should not be dull and purplish, as is the red generally employed by you. It should be of an orange hue. Red having an orange hue, such as vermillion, for example, reflects a bluish cast in the black which makes it seem richer and blacker. If the red is of a bluish cast, the blacks are sure to appear gray and dull, as they do in your examples. We feel that you used too cheap a grade of ink on all the forms. On small runs, such as most of the examples must have been, the cost of a good grade of ink will not amount to much.

W. J. HUNDLEY, Clinton, Iowa.—Most of the specimens you have sent us are of good quality, and the errors are not especially important in those with which fault may be found. Parsons capitals are too "fancy" to be used alone with good results and should only be employed for beginning words otherwise set in lower-case, just as text capitals must be used, if the result is to be pleasing and legible. It is also a mistake to use too frequently those lower-case letters of the Parsons series having extraordinarily long ascenders or descenders. Two or three of them to a line are sufficient to provide the necessary distinction and to give an effect of freedom characteristic of hand lettering. With Parsons, novel and effective results are possible at little expense for time, in designs where there is not

much matter, such as letter-headings, business-cards, display-cards, etc., but it must be used with good judgment. The Packard series is not a legible style of type, and, therefore, when a design is set entirely in capitals of that style the effect is trying to the eyes and mind of a reader. This is the only serious fault with the title of the Knights of Columbus banquet folder. Your own business-card, printed in full tone and a light tint of blue, is decidedly attractive from an artistic standpoint and it is effective in display. The blue tint might well have been slightly stronger, as the initials in the monogram plate are not as clear as they should be. All the other numerous specimens are of good quality.

Axel Edwin Sahlin, East Aurora, New York.—As a whole, we consider the latest collection of specimens you have sent us the best we have ever received. The design, done in the novel and characteristic Roycroft style, is more clever than usual, it seems, and we find the colors selected with excellent taste. Two of the specimens we reproduce herewith.

Henry M. Hall, Minneapolis, Minnesota.—The display is too "spotty" on the blotter, "To Those Who Want Good Printing," the result of using an exceptionally bold block-letter, Advertisers Gothic, for the display-lines and letter, Packard, for the subordinate matter. The "spotty" effect is emphasized by the fact that the bold and light face type appear alternately from top to bottom of the form and, further, because the two main display-lines are in two colors, the outline letters used being printed in deep brown, the color used for the bulk of the design, while the insides of these letters were printed in green. The effect of so much bold display in the midst of light-face type is not only bad in appearance but also from the standpoint of legibility, as the effect is very complex, and it is difficult to adjust the eyes quickly and with comfort to such widely different forms of letters as were used. An equally effective display, though not strong for the same reason, boldness, and a much more inviting appearance would have resulted from the consistent use of a reasonably strong roman type-face throughout, emphasis being secured by the use of capitals and italic, as well as by change of size. All display is no display, for it loses its effect when overdone. It is better to select one or two big points in a design and give them dominant emphasis, subordinating the rest, than to endeavor to bring out everything and thereby lose all emphasis because of the lack of contrast. Presswork and register are excellent, the latter being commendable especially because of the use of the outline letters, Advertisers Gothic, on which the least variation is quickly noticeable.

H. Booth, New Bedford, Massachusetts.—Most of the samples of your typography are satisfactory; for the ordinary run of work all of them should prove acceptable. In some of the display forms where capitals are used, too much space appears between words, and this space could be decreased by thin spacing some of the full-faced characters. This in itself would effect another improvement, as a line of capitals containing full-faced letters, such as H, K, N, I, etc., and letters having considerable white space on the type-body outside the letter proper, such as A, V, W, Y, T, etc., looks bad unless some space is added between the full letters to balance that already on the more open letters. Such letter-spacing is necessary to make the white in the line as a whole appear well balanced. The cut-off rule in the upper part of the title-page for the Old English May Day Festival seems out of

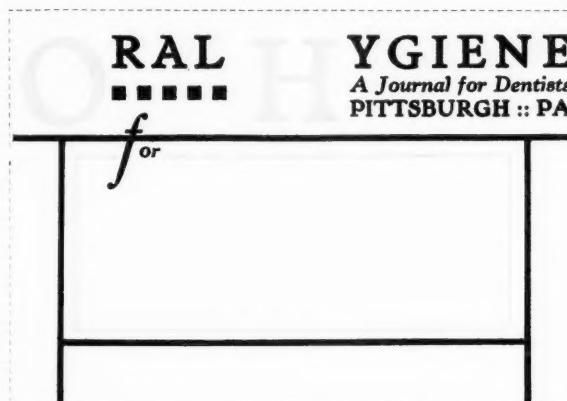
place, especially since most of the lines are short. A better result would have been obtained by grouping all the matter in the two lower groups in one group to appear at the bottom, the upper group to remain about as it is at the top, with a small ornament or an appropriate illustration between the two groups. The place of the picnic and the date might well be larger, perhaps, on that account, and set in lower-case, as capitals for

second line, as well as by the wide spacing between words. This wide spacing and the decorative square ornaments used in several places in the design create a scattered effect, causing the design to appear "spotty" and to lack unity.

Bernard White, Watseka, Illinois.—Block-letters such as Copperplate Gothic can so seldom be successfully employed with letters of other styles that the attempt to so use them should not be made. In most cases, ordinary commercial specimens, such as those you have sent us, can be satisfactorily handled with the Copperplate series alone or some other one style. The best plan to follow is to employ but a single series in a design, when the question of type harmony is solved in advance. Take the letter-head for Swanson & Anderson. You surely can not consider it attractive or pleasing. The use of large Caslon italic capitals for the main display-line, with wide block-letters for all the subordinate matter except the address, which is set in Caslon italic capitals and lower-case, represents about as wide a divergence in type styles as is possible. When text type, such as Caslon Text or Engraver's Old English, is used for the main display of a design, roman capitals or block-letter capitals may be used there-without offense, provided the

text letters are quite large in proportion to the other style used with it. In such instances a line in text adds a touch of what might be called "color," a decorative element, which is often quite pleasing. When the roman or block-letter is at all large, however, the effect is very bad, which is the case in the package-label for the *Times Democrat*. The reason for this is that under these conditions the great difference in shape and style is made so plainly apparent. This label is very confusing, for several reasons. First, the type-matter is very crowded, which is especially bad because Artcraft capitals were used for the bulk of the matter. Printing in three colors and the useless underscoring rules also contribute to the crowded effect.

H. R. Venable, Brooklyn, New York.—Typography of some of the specimens of students' work is very interesting. Faults of more or less serious nature mar the appearance of some of the examples. On the title-pages of the folder, "Defeat the Kaiser—You Can Help," the use of a weak gray for printing the words of the main title—except for the initial letters, which were printed in a strong blue—is very bad. The initial letters in deep blue stand out so much more prominently than the remaining letters in light gray that the initials at first glance appear to stand alone. The page would have been more pleasing had blue been used for the lower-case letters of these words and red for the capital letter initials as was done in the other display-lines of the page. While it must be admitted that out-of-center arrangements add interest and novelty to display forms it is quite difficult to balance such forms satisfactorily and for that reason it is probably wise to follow symmetrical, conventional patterns. When all lines of a design are centered there is no question about horizontal balance, and, besides, there is an appearance of pleasing order which is not apparent when lines are set out of center, even when balance is correct. Lines of capitals are letter-spaced too widely in several instances. Even when not letter-spaced, lines of capitals should be more widely line-spaced than lower-case, but when, in addition, the letters are spaced, the space between lines and words must also be increased else unity of the line will be lost. This is a serious fault with the title-page and cover-design of the booklet-program for the graduation exercises of the class of January, 1910.



Package-label characteristic of the style largely employed by Axel Edwin Sahlin, chief typographer of The Roycrofters, East Aurora, New York.

subordinate display must not approach too nearly the size of the lower-case used for the main display, else the minor points may become the more prominent. The square contour of the secondary group on the ticket for the annual banquet of the Rhodes Relief Association is broken and the effect made displeasing by the use of the ampersand at the beginning of the

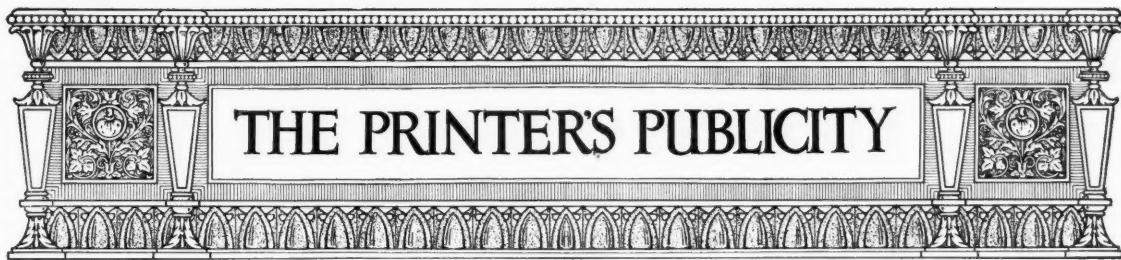


The use of a large initial in this manner may be questionable, but the effect of this folder title-page in the original form was delightful. Printed in deep gray and light blue on gray linen-finished stock.

FOR OUR BETTER ACQUAINTANCE

WE ANNOUNCE THE COMPLETION
OF OUR NEW OFFICES AND SALES
ROOMS ON THE FIFTH FLOOR OF
OUR BUILDING AT NUMBERS FIVE-
FOURTEEN TO FIVE-TWENTY LUD-
LOW STREET AND CORDIALLY IN-
VITE YOU TO VISIT AND INSPECT
THEM AT YOUR CONVENIENCE

FRANKLIN
PRINTING COMPANY
PHILADELPHIA



BY FRANK L. MARTIN.

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

The Edwards & Franklin Company.

One of the things that invites patronage to any business establishment is the knowledge on the part of the customer that the firm he deals with is so equipped that it can successfully execute the orders given and produce quickly and effectively the sort of work wanted. This, it seems to me, is especially true of the printing business and affords one of the principal reasons why a twelve-page booklet issued by the Edwards & Franklin Company, of Youngstown, Ohio, ought to prove a worth-while piece of advertising.

The booklet mentioned describes in a general way various departments of the company's plant, and by the use of half-tones gives an excellent idea of the possibilities of the Edwards & Franklin plant to turn out printing on time. The reader gets a vivid picture of a modern up-to-date printing establishment, conducted on the best of business principles, and this impression alone should be productive of results.

"The purpose of this book," says the company, "is to show, first, how by adhering steadfastly to well-understood ideals of service and workmanship our business has grown until we now do more in a single month than was shown by our books for our whole first year.

"Another purpose is to show by example the quality of product characterizing our printing department and to reflect indirectly that quality as similarly distinguishing the departments of steel and copper plate engraving, steel die embossing, lithographing, ruling and blank-book making — although these are shown in separate books and specimen exhibits, which may be had for the asking, if not already in hand."

To give our readers an idea of the make-up of the book we are reproducing alongside a sample page (Fig. 1), showing one view of the job-printing department of the company's plant. The other departments of the plant are treated in a similar manner. The book is printed on heavy enameled stock with a cover. On the last page of the book

the company testifies as to the advantages of producing quality printing. It says:

"In the production of fine stationery, or other engraved, lithographed or printed matter, there are two things to be borne in mind, and they are: (1) will it command the recognition desired through its subtle flattery of the recipient shown in its unquestionable excellence; and (2) such things can not be skimped, but must be produced with a clear understanding of what excellence means and costs.

"By constantly living up to unswervingly high ideals in the production of fine stationery and forms by the process of steel and copper plate engraving, lithographing, letterpress printing and ruling, we have earned a reputation that has brought us quantities of the most desirable business from points far removed from Youngstown."

"The Everett."

Readers of this department have noted, perhaps, that the writer has never been enthusiastic over those house-organs, whether they are sent out by printers or represent some other line of business, which contain considerable subject-matter wholly irrelevant to the line of business. I have always classed them merely as entertaining — although some do not merit the term — but, on the whole, constituting a feeble effort at publicity or advertising. I will repeat what I have said before that such a house-organ has advertising value, but it falls far short of the real advertising worth it might have if the contents were prepared with a definite serious intent, and if the publication were of such a nature as to prove of real service to laymen in the use of printing and advertising, that is, if the publication in question is published by a printer in his own interests.

We have before us a copy of *The Everett*, issued by the Everett Press, Boston. It is the July issue, No. 4, Vol. I. It is well printed and made up with an attractive cover, which was reproduced in the



There are 15 job presses in a row in this picture, 10 of them with rapidly sensitive automatic feed. Working an average of 8 hours a day there is a capacity of 1,000,000 impressions a month here. Here's where "quick service" is given a new meaning many a time every month.

FRANKLIN COMPANY'S growth may be ascribed largely to undeviating adherence to quality production as opposed to quantity production, it is not at all uncommon that the customer actually pays less than he might elsewhere.

THE EDWARDS & FRANKLIN COMPANY is especially equipped in machinery, materials and men, for the finer grades of printing, engraving, lithographing, etc.

"Specimens" department of THE INLAND PRINTER for July. The inside of the front cover is devoted to an appeal to call the Everett Press when you have a printing job. Twelve and a half pages are then devoted to the incidents of a trip that the editor of the house-organ had on a boat on the way from New York to Boston. Fairly well written it is, with some humor in spots—but twelve and a half pages of it! There follows a clipped joke and a small excerpt from a paper company's advertisement, and then nearly three pages telling of neighborhood advertising in street-cars in New England. There is one more clipped piece of verse. The inside of the back cover hints at the kind of printed material you might get from the Everett Press and the back cover proclaims that, "when you need a printer you need a good one."

We do not hesitate to say that the editor of *The Everett* could find much more profitable material for the house-organ than that which we have cited. It is not alone in following the path of least resistance in getting the advertising material, for altogether too many printers' house-organs, to my mind, display the results of too little thought and care to bring the best results.

Smith-Grieves Company.

As an attractive piece of general advertising the broadside of the Smith-Grieves Company, Kansas City, Missouri, which we reproduce here (Fig. 2), is a specimen worth studying. Using its name-plate as a background, and emphasizing its twenty-four hour service, the advertisement is particularly pleasing in design and effective in text. The company makes a point of the fact that in the United States there are only about five printing-plants which advertise a twenty-four hour service and that there are only three which actually maintain such a service. Quality, Delivery and Right Price are the three essential distinctions of the plant and service noted. We predict results from the folder for the Smith-Grieves Company.

"The Prad."

One of the best house-organs we have seen recently comes from Brisbane, Australia, and is the product of Besley & Pike, Limited. The first number, which has just reached this department, is exceptionally well edited and is distinctive both in make-up and contents. *Prad* is the name of the magazine and it says in its foreword:

"*Prad* has its own little job to do. It sets out to put order and common sense into the Bolshevism of bad printing and bad advertisements. It will help you to know good printing

and good advertisements. It is going to prove to you the 'Big Possibilities' of having the right thing done at the right time by men who know how."

The artwork of the first page (Fig. 3), gives an idea of the taste and care that mark the general make-up of the house-organ throughout. There are a dozen or more pages, containing some well selected material that reflects credit on the author—the sort of matter that exploits the use of good advertising and good printing and gives some worth-while hints as to the best means of using such printing from the presses of Besley & Pike. An attractive border in color is used on each page while here and there appropriate illustrations supplement the subject-matter. We predict a successful career for *Prad* if its present standard is maintained. It will be issued quarterly, so the company stands in this initial number.

"Your House-Organ."

The W. P. Dunn Company, Chicago, is making a strong bid for new printing business by spreading house-organ propaganda. The company has issued a little book, "Your House-Organ" (Fig. 4), in which it gives a lot of ideas about house-organs applicable to various lines in the business field. The contents include a series of experiences of firms utilizing this form of direct advertising. The cases mentioned, says the author, are typical of the actual experiences of some going concerns, and the booklet is compiled and sent out by the company for the benefit of its present and prospective clients. How strong an endorsement of the house-organ idea the little book constitutes may best be

judged by the following testimonial which is reprinted from it:

"Then comes Mr. E. A. Purington, a manufacturer of machinery, who uses his house-organ to educate the buyers of his equipment in a more intelligent use, not only of his own particular equipment, but in running the whole plant, as well as giving useful information in matters of sales of the customer's products; his credits, collections, legal problems, help problems, and so on.

"Said Mr. Purington, 'Our house-organ has given us an authoritative standing in the industry we serve. It is our greatest selling force—or, let me say, rather, the greatest door-opener for our salesmen.'

"It is studied from cover to cover, not only by firms whose plants we equip, but by those who still claim to be satisfied with competing equipment. And, in its earnest, helpful way, it is winning them all over to our side. I called it a door-opener; it is more than that, for every issue brings in valuable inquiries for information and quotations, often from men not



FIG. 2.

on our mailing-list and who are strangers to our salesmen who cover their territory.

"We would give up every other form of advertising before we would consider missing a single issue of this monthly magazine. It costs a lot of money, to be sure, but it's a grand dividend-payer."

Following these testimonials from users of house-organs the W. P. Dunn Company makes its bid for the printing of them. It offers not only attractively printed house-organs, but a complete service in preparing them and mailing them out.

The booklet, "Your House-Organ," is an excellent example of a concrete method of creating new business that may be successfully employed by printers. Showing prospective clients how they can gain by issuing a house-organ, or getting out any other piece of direct advertising, is good publicity work, which should net big results in the way of developing new business for printers generally.

Franklin Printing Company.

New ideas and the ability to capitalize on them are what count in any line of work, particularly advertising and publicity. The broadside reproduced on page 666 of this issue shows what the artist and publicity man of the Franklin Printing Company, Philadelphia, has been able to do with the simple piece of news that the firm has moved into its new offices and salesrooms. It illustrates well how many things about the average printing-plant, generally overlooked, may form the basis for an attractive and productive piece of advertising. The advertisement is sent out in the form of a folder. With the name-plate and the sketch at the top in color, its appearance is certainly most pleasing typographically.

"The Wedge."

The Morris Reiss Press, New York city, has heard the call of the house-organ. Its new magazine, *The Wedge*, came off the press in July with a view, as the editor says, of having a publication "that will drive home to the user of printed matter a sane medium between quality and price."

The slogan, or purpose, of printers' house-organs forms an interesting study. Practically all admit frankly to the readers that advertising of the company's products is one of the prime reasons for the production of a magazine, yet all have some definite phase of the printing business that they desire to get before the public. In the case of *The Wedge* it is the question of price and quality in printing that the company desires to deal with principally. The editor says:

"Price is a lamb that is commonly yoked with the lion called 'Quality.'

"In any piece of typography where Price decides as to who shall be the printer, Quality goes out the door.

"We mean, in time to come, to drive this entering wedge home with a force that

will cleave the argument of Price away from talk of Quality — they are poles apart."

The Wedge is unusually brief in its initial message to its clients and others about printing. The first number includes only four pages. The panel of the front cover (Fig. 5) is used on each page of the magazine with good effect. One page is devoted to a reproduction of printed specimens produced by the Morris Reiss Press. In connection with these specimens of printing the company points out that they are selected at random from its files and that they represent a paper dealer, a jeweler, a publisher, a labor-union, a music studio, a riding academy — all calling on Reissway typography to proclaim their virtues.

"The Business Bringer."

The Business Bringer "is published monthly in your interest and to push along the J. W. Burke Company, of Macon." So says the Macon, Georgia, firm which issues it. It is one of the smallest house-organs, really a folder of four pages, 7 by 3½ inches, printed on cover-stock. But the value of house-organs is not judged by size. *The Business Bringer* seems always to contain something worth while. For instance, we find in the May issue this creed of the firm:

We want to do business in a business way.
Our prices are based on known cost of production.

We do not cut prices to meet competition.
We believe that first cost is important but secondary.

We believe we are in business to help you accomplish your aims.

We believe a preliminary consultation with us will be as profitable to you as your business is to us.

We sell constructive service, we are not simply dealers.

We believe in giving our best service to every buyer, be his order large or small.

We will not lower our standards to secure or hold orders.

We want customers who are satisfied with one hundred cents' worth of Quality for every dollar they pay us.

MERELY A TYPOGRAPHICAL ERROR.

William Howard Taft, in addressing a class of would-be editors at Yale, was trying to impress upon them the importance of accuracy and the unfairness of misquoting public men.

"Sometimes," he said, "a slight error may have momentous consequences. A friend of mine went into a restaurant and ordered noodle soup. In the very first spoonful he discovered a needle. 'George,' he cried to the waiter, 'come here. See what I found in the soup? A needle.'

"George examined the needle critically and grinned.

"Dat's all right, suh, just a little mistake, suh, just a mere typographical error, a typographical error. Dat needle should have been a noodle, suh!" —*Chicago Daily News*.



Fig. 3.

Your "House Organ"—

A Gold Mine or
A Sink Hole—
Which?

Fig. 4.



Fig. 5.

**COSTS OF JOB-PRINTING—
COMMERCIAL WORK.***

NO. 7.—BY R. T. PORTE.



ALL the previous articles in this series have been leading up to the next four, and their aim has been to get you in a frame of mind where you will see the great benefit of tables that will help you in making a correct price on printing, prevent mistakes, save a vast amount of time, and help to put the printing business on a correct basis. We have had tables showing how to get the correct price of stock for a job, how to figure composition, presswork scales, and many others. These are very vital tables, but to my mind they are merely incidental and not of value as compared to the tables I am going to give you in this and the articles to follow. For a number of years I have used just such tables as are given this month, and have found them so valuable and such time-savers that they have led me on to compile other tables and scales.

CLASS A—SHEETS 9½ BY 14 OR SMALLER.

Number of Impressions.	COMPOSITION TIME.								
	½ Hr.	1 Hr.	1½ Hrs.	2 Hrs.	2½ Hrs.	3 Hrs.	3½ Hrs.	4 Hrs.	5 Hrs.
100.....	\$1.15	\$1.85	\$2.75	\$3.55	\$4.35	\$5.15	\$5.95	\$6.75	\$8.25
250.....	1.25	2.05	2.85	3.65	4.50	5.30	6.10	5.95	8.40
500.....	1.45	2.25	3.05	3.85	4.70	5.55	6.35	6.20	8.65
750.....	1.65	2.45	3.25	4.05	4.90	5.75	6.60	6.45	8.90
1,000.....	1.85	2.65	3.45	4.25	5.10	5.95	6.80	7.65	9.15
1,500.....	2.20	3.00	3.80	4.65	5.50	6.35	7.20	8.05	9.60
2,000.....	2.55	3.35	4.15	5.05	5.90	6.75	7.60	8.45	10.05
2,500.....	2.90	3.70	4.50	5.45	6.30	7.15	8.00	8.85	10.50
3,000.....	3.25	4.05	4.85	5.85	6.70	7.55	8.40	9.25	10.90
3,500.....	3.60	4.40	5.20	6.25	7.10	7.95	8.80	9.65	11.30
4,000.....	3.95	4.75	5.55	6.60	7.50	8.35	9.20	10.05	11.70
4,500.....	4.30	5.10	5.90	6.95	7.90	8.75	9.60	10.45	12.10
5,000.....	4.65	5.45	6.25	7.30	8.30	9.15	10.00	10.85	12.50
5,500.....	4.95	5.80	6.60	7.65	8.65	9.55	10.40	11.25	12.90
6,000.....	5.25	6.15	6.95	8.00	9.00	9.95	10.80	11.65	13.30
6,500.....	5.55	6.50	7.30	8.35	9.35	10.35	11.20	12.05	13.70
7,000.....	5.85	6.80	7.65	8.70	9.70	10.75	11.60	12.45	14.10
7,500.....	6.15	7.10	8.00	9.05	10.05	11.10	12.00	12.85	14.50
8,000.....	6.45	7.40	8.35	9.40	10.40	11.45	12.40	13.25	14.90
9,000.....	7.05	8.00	9.00	10.00	11.00	12.10	13.15	14.05	15.70
10,000.....	7.65	8.60	9.60	10.60	11.60	12.70	13.75	14.80	16.50

CLASS B—SHEETS 7 BY 9½ OR SMALLER.

Number of Impressions.	COMPOSITION TIME.								
	½ Hr.	1 Hr.	1½ Hrs.	2 Hrs.	2½ Hrs.	3 Hrs.	3½ Hrs.	4 Hrs.	5 Hrs.
100.....	\$1.10	\$1.85	\$2.60	\$3.40	\$4.15	\$4.90	\$5.60	\$6.40	\$8.00
250.....	1.20	1.95	2.70	3.50	4.25	5.00	5.75	6.55	8.15
500.....	1.35	2.10	2.85	3.65	4.40	5.20	5.95	6.75	8.35
750.....	1.50	2.25	3.00	3.80	4.55	5.40	6.15	6.95	8.55
1,000.....	1.65	2.40	3.15	3.95	4.70	5.55	6.35	7.15	8.75
1,500.....	1.95	2.70	3.45	4.30	5.05	5.90	6.70	7.50	9.10
2,000.....	2.25	3.00	3.75	4.65	5.40	6.25	7.05	7.85	9.45
2,500.....	2.55	3.30	4.05	4.95	5.75	6.60	7.40	8.20	9.80
3,000.....	2.85	3.60	4.35	5.25	6.10	6.95	7.75	8.55	10.15
3,500.....	3.15	3.90	4.65	5.55	6.45	7.30	8.10	8.90	10.50
4,000.....	3.45	4.20	4.95	5.85	6.80	7.65	8.45	9.25	10.85
4,500.....	3.75	4.50	5.25	6.15	7.10	8.00	8.80	9.60	11.20
5,000.....	4.05	4.80	5.55	6.45	7.40	8.30	9.15	9.95	11.55
5,500.....	4.35	5.10	5.85	6.75	7.70	8.60	9.45	10.35	11.90
6,000.....	4.65	5.40	6.15	7.05	8.00	8.90	9.75	10.70	12.25
6,500.....	4.95	5.70	6.45	7.35	8.30	9.20	10.05	11.00	12.60
7,000.....	5.25	6.00	6.75	7.65	8.60	9.50	10.35	11.30	12.95
7,500.....	5.50	6.30	7.05	7.95	8.90	9.80	10.65	11.60	13.30
8,000.....	5.75	6.60	7.35	8.25	9.20	10.10	11.95	11.90	13.65
9,000.....	6.25	7.15	7.95	8.85	9.80	10.70	11.55	12.50	14.35
10,000.....	6.75	7.65	8.55	9.45	10.40	11.30	12.15	13.10	15.00

Table No. 1.

Cost of composition, make-ready and running at hour-cost of \$1.40 per hour for composition and 80 cents per hour for platen-press.

Some ten years ago I compiled a table something like those printed this month, and it was published in several trade papers, and some printers commented upon it. For some reason it never gained in popularity, but it rather opened my eyes as to what might be done. It has been only during the past three years that I have been able to devote the most of

*NOTE.—This is the seventh of a series of ten articles on the costs of job-printing. Copyright, 1919, by R. T. Porte.

my time to compiling tables and devising new ones. As I have gone along in the work the possibilities have enlarged so much that I hope that for some years I can continue and give to the readers of THE INLAND PRINTER the benefit of the tables, and perhaps secure their coöperation in making other tables that will benefit the printing industry and put it on a better basis, for, despite everything else that can be done, if we can not make the business a success financially, and adopt uniform methods of figuring, we have made little progress.

Now, when you come to think of it, what is the sense of figuring so many hours of composition, so many units of time for make-ready, so many units of time for running on a simple job of 6,000 that goes on a sheet 8½ by 11? And in addition to that, you must figure how much ink might be used (unless you forget this) and then total the whole business up, adding in paper and other things. This operation must be gone through with even with a job of only 100 impressions, and probably each time the job is figured a different result is obtained.

In figuring thousands of jobs, an estimator must be a wonder who will not vary from time to time, get off the track

CLASS A—SHEETS 9½ BY 14 OR SMALLER.

Number of Impressions.	COMPOSITION TIME.								
	½ Hr.	¾ Hr.	1 Hr.	1½ Hrs.	2 Hrs.	2½ Hrs.	3 Hrs.	4 Hrs.	5 Hrs.
100.....	\$1.20	\$1.65	\$2.05	\$2.90	\$3.75	\$4.60	\$5.45	\$7.25	\$8.90
250.....	1.30	1.75	2.15	3.00	3.85	4.70	5.60	7.45	9.10
500.....	1.50	1.95	2.35	3.20	4.05	4.90	5.85	7.65	9.35
750.....	1.70	2.15	2.55	3.40	4.25	5.10	6.05	7.85	9.60
1,000.....	1.90	2.35	2.75	3.60	4.45	5.30	6.25	8.10	9.85
1,500.....	2.25	2.70	3.10	3.95	4.85	5.70	6.65	8.55	10.30
2,000.....	2.60	3.05	3.45	4.30	5.25	6.10	7.05	9.00	10.75
2,500.....	2.95	3.40	3.80	4.65	5.65	6.50	7.45	9.40	11.20
3,000.....	3.30	3.75	4.15	5.00	6.05	6.90	7.85	9.80	11.65
3,500.....	3.65	4.10	4.50	5.35	6.45	7.30	8.25	10.20	12.10
4,000.....	4.00	4.45	4.85	5.70	6.85	7.70	8.65	10.60	12.55
4,500.....	4.35	4.80	5.20	6.05	7.15	8.10	9.05	11.00	12.90
5,000.....	4.70	5.15	5.55	6.40	7.50	8.50	9.45	11.40	13.35
5,500.....	5.05	5.50	5.90	6.75	7.85	8.80	9.85	11.80	13.80
6,000.....	5.35	5.85	6.25	7.10	8.20	9.30	10.25	12.20	14.25
6,500.....	5.65	6.15	6.60	7.45	8.55	9.65	10.65	12.60	14.60
7,000.....	5.95	6.45	6.95	7.80	8.90	10.00	11.05	13.00	15.05
7,500.....	6.25	6.75	7.25	8.15	9.25	10.35	11.45	13.40	15.50
8,000.....	6.65	7.05	7.55	8.50	9.60	10.70	11.85	13.80	15.95
9,000.....	7.15	7.65	8.15	9.20	10.30	11.40	12.60	14.60	16.75
10,000.....	7.75	8.25	8.80	9.90	11.00	12.10	13.30	15.40	17.50

CLASS B—SHEETS 7 BY 9½ OR SMALLER.

Number of Impressions.	COMPOSITION TIME.								
	½ Hr.	¾ Hr.	1 Hr.	1½ Hrs.	2 Hrs.	2½ Hrs.	3 Hrs.	4 Hrs.	5 Hrs.
100.....	\$1.15	\$1.60	\$2.00	\$2.75	\$3.60	\$4.40	\$5.20	\$6.80	\$8.50
250.....	1.25	1.70	2.10	2.85	3.70	4.50	5.35	7.00	8.70
500.....	1.40	1.85	2.25	3.05	3.90	4.70	5.55	7.25	9.95
750.....	1.55	2.00	2.40	3.25	4.10	4.90	5.75	7.45	9.15
1,000.....	1.70	2.15	2.55	3.40	4.25	5.10	5.95	7.65	9.35
1,500.....	2.00	2.45	2.85	3.75	4.60	5.45	6.35	8.05	9.75
2,000.....	2.30	2.75	3.15	4.05	4.95	5.80	6.70	8.45	10.15
2,500.....	2.60	3.05	3.45	4.35	5.30	6.15	7.05	8.80	10.50
3,000.....	2.90	3.35	3.75	4.65	5.65	6.50	7.40	9.15	10.85
3,500.....	3.20	3.65	4.05	4.95	5.95	6.85	7.75	9.50	11.20
4,000.....	3.50	3.95	4.35	5.25	6.25	7.20	8.10	9.85	11.55
4,500.....	3.80	4.25	4.65	5.55	6.55	7.55	8.45	10.20	11.90
5,000.....	4.10	4.55	4.95	5.85	6.85	7.90	8.80	10.55	12.25
5,500.....	4.40	4.85	5.25	6.15	7.15	8.20	9.15	10.90	12.60
6,000.....	4.70	5.15	5.55	6.45	7.45	8.50	9.50	11.25	13.00
6,500.....	5.00	5.45	5.85	6.75	7.75	8.80	9.80	11.60	13.40
7,000.....	5.30	5.75	6.15	7.05	8.05	9.10	10.10	11.95	13.80
7,500.....	5.60	6.05	6.45	7.35	8.35	9.40	10.40	12.30	14.20
8,000.....	5.85	6.35	6.75	7.65	8.65	9.70	10.70	12.65	14.60
9,000.....	6.35	6.85	7.35	8.25	9.25	10.30	11.30		

Taking this range, I prepared, three years ago, a scale for the printers of Salt Lake City which was used very extensively at that time. It is given in Table No. 1.

Wages and costs rose, and then Table No. 2 was prepared. As things kept on the upward scale, Table No. 3 was compiled, and now we are using Table No. 4, with higher rates all through, made necessary by the ever-advancing costs of doing business. These scales cover the cost of composition, lock-up, make-ready, running and ink, but do not include machine composition, stock or binding.

The tables given cover only ordinary commercial printing, such as letter-heads, envelopes, cards, circulars, dodgers, and plain printing — no colored ink, extra make-ready, rulework, or other complicated printing. They are for printing of the simplest kind, and for black ink, or bronze blue, or such ordinary inks, used without extra wash-ups.

At first there was much doubt as to whether these tables, when presented three years ago, were right, and every printer with a cost system went about it to prove that they were wrong and that it was impossible to make up tables that would

keep to the 5 cent unit in figuring, as I did in the bindery costs published last year in THE INLAND PRINTER.

There is only one chance of falling down when using the tables, and that is on the composition time.

One printer, who is not a practical printer, says that he always takes a job to his foreman and secures his "estimate" on the time, then adds from one-half to two hours every time and comes out all right.

By using the method of figuring display composition as given in the July number of THE INLAND PRINTER a large amount of guessing can be eliminated and a correct cost on a job easily obtained.

Two-on jobs can be figured easily from the tables by using the right time for composition. A job that takes 2½ hours to set and lock up will take 4 hours when set two-on. Thus, you can easily figure which will be the cheaper way to run a job, one-on or two-on. Say that there are 6,000, and that composition is 2½ hours. Table No. 4, Class B, gives the cost as \$11.45. Set up two, run 3,000, using 4 hours, and the cost, given under Class A in Table No. 4, is \$12.50. It will

CLASS A—SHEETS 9½ BY 14 OR SMALLER.

Number of Impressions.	COMPOSITION TIME.								
	½ Hr.	¾ Hr.	1 Hr.	1½ Hrs.	2 Hrs.	2½ Hrs.	3 Hrs.	4 Hrs.	5 Hrs.
100.....	\$ 1.35	\$ 1.85	\$ 2.35	\$ 3.35	\$ 4.30	\$ 5.25	\$ 6.20	\$ 8.10	\$10.00
250.....	1.50	2.00	2.50	3.50	4.50	5.40	6.35	8.25	10.15
500.....	1.70	2.20	2.70	3.70	4.70	5.65	6.60	8.55	10.45
750.....	1.90	2.40	2.90	3.90	4.90	5.90	6.85	8.80	10.75
1,000.....	2.10	2.60	3.10	4.10	5.10	6.10	7.10	9.05	11.00
1,500.....	2.55	3.05	3.55	4.55	5.55	6.55	7.55	9.50	11.45
2,000.....	3.00	3.50	4.00	5.00	6.00	7.00	8.00	9.95	11.90
2,500.....	3.40	3.95	4.45	5.45	6.45	7.45	8.45	10.40	12.35
3,000.....	3.80	4.40	4.90	5.90	6.90	7.90	8.90	10.85	12.80
3,500.....	4.20	4.80	5.35	6.35	7.35	8.35	9.35	11.30	13.25
4,000.....	4.60	5.20	5.80	6.80	7.80	8.80	9.80	11.75	13.70
4,500.....	5.00	5.60	6.20	7.20	8.25	9.25	10.25	12.20	14.15
5,000.....	5.40	6.00	6.60	7.60	8.65	9.70	10.70	12.65	14.60
5,500.....	5.80	6.40	7.00	8.00	9.05	10.10	11.15	13.10	15.05
6,000.....	6.20	6.80	7.40	8.40	9.45	10.50	11.55	13.55	15.50
6,500.....	6.55	7.15	7.75	8.80	9.85	10.90	11.95	14.00	15.95
7,000.....	6.90	7.50	8.10	9.20	10.25	11.30	12.35	14.45	16.40
7,500.....	7.25	7.85	8.45	9.55	10.65	11.70	12.75	14.85	16.85
8,000.....	7.60	8.20	8.80	9.90	11.00	12.10	13.15	15.25	17.30
9,000.....	8.30	8.90	9.50	10.60	11.70	12.80	13.90	16.05	18.20
10,000.....	9.00	9.60	10.20	11.30	12.40	13.50	14.60	16.80	19.00

CLASS A—SHEETS 9½ BY 14 OR SMALLER.

Number of Impressions.	COMPOSITION TIME.								
	½ Hr.	¾ Hr.	1 Hr.	1½ Hrs.	2 Hrs.	2½ Hrs.	3 Hrs.	4 Hrs.	5 Hrs.
100.....	\$ 1.50	\$ 2.10	\$ 2.70	\$ 3.80	\$ 4.90	\$ 6.00	\$ 7.05	\$ 9.15	\$11.25
250.....	1.65	2.25	2.85	3.95	5.05	6.15	7.20	9.35	11.50
500.....	1.90	2.50	3.10	4.20	5.30	6.45	7.50	9.70	11.85
750.....	2.10	2.70	3.30	4.45	5.55	6.70	7.75	10.00	12.20
1,000.....	2.30	2.90	3.50	4.65	5.80	6.95	8.10	10.30	12.50
1,500.....	2.80	3.40	4.00	5.15	6.35	7.50	8.65	10.85	13.05
2,000.....	3.30	3.90	4.50	5.65	6.90	8.05	9.20	11.40	13.60
2,500.....	3.80	4.40	5.00	6.15	7.40	8.60	9.75	11.95	14.15
3,000.....	4.30	4.90	5.50	6.65	7.90	9.10	10.30	12.50	14.70
3,500.....	4.80	5.40	6.00	7.15	8.40	9.60	10.80	13.00	15.25
4,000.....	5.30	5.90	6.50	7.65	8.90	10.10	11.30	13.50	15.80
4,500.....	5.80	6.40	7.00	8.15	9.40	10.60	11.80	14.00	16.30
5,000.....	6.30	6.90	7.50	8.65	9.90	11.10	12.30	14.50	16.80
5,500.....	6.80	7.40	8.00	9.15	10.40	11.60	12.80	15.00	17.30
6,000.....	7.30	7.90	8.50	9.65	10.90	12.10	13.30	15.50	17.80
6,500.....	7.80	8.40	9.00	10.15	11.40	12.60	13.80	16.00	18.30
7,000.....	8.30	8.90	9.50	10.65	11.90	13.10	14.30	16.50	18.80
7,500.....	8.75	9.40	10.00	11.15	12.40	13.60	14.80	17.00	19.30
8,000.....	9.20	9.90	10.50	11.65	12.90	14.10	15.30	17.50	19.80
9,000.....	10.10	10.80	11.40	12.60	13.85	15.05	16.25	18.50	20.80
10,000.....	11.00	11.65	12.30	13.55	14.80	16.00	17.20	19.50	21.80

CLASS B—SHEETS 7 BY 9½ OR SMALLER.

Number of Impressions.	COMPOSITION TIME.								
	½ Hr.	¾ Hr.	1 Hr.	1½ Hrs.	2 Hrs.	2½ Hrs.	3 Hrs.	4 Hrs.	5 Hrs.
100.....	\$ 1.25	\$ 1.70	\$ 2.15	\$ 3.10	\$ 4.05	\$ 5.00	\$ 5.90	\$ 7.70	\$ 9.55
250.....	1.40	1.85	2.30	3.25	4.20	5.15	6.05	7.85	9.70
500.....	1.60	2.10	2.55	3.50	4.45	5.40	6.30	8.10	9.95
750.....	1.80	2.30	2.75	3.70	4.65	5.60	6.55	8.35	10.20
1,000.....	2.00	2.50	2.95	3.90	4.85	5.80	6.75	8.60	10.45
1,500.....	2.40	2.90	3.35	4.30	5.25	6.20	7.15	9.00	10.85
2,000.....	2.80	3.30	3.75	4.70	5.65	6.60	7.55	9.40	11.25
2,500.....	3.15	3.65	4.15	5.10	6.05	7.00	7.95	9.80	11.65
3,000.....	3.50	4.00	4.50	5.50	6.45	7.40	8.35	10.20	12.05
3,500.....	3.85	4.35	4.85	5.85	6.80	7.85	8.75	10.60	12.45
4,000.....	4.20	4.70	5.20	6.20	7.20	8.20	9.15	11.00	12.85
4,500.....	4.55	5.05	5.55	6.55	7.55	8.55	9.55	11.40	13.25
5,000.....	4.90	5.40	5.90	6.90	7.90	8.90	9.90	11.75	13.65
5,500.....	5.25	5.75	6.25	7.25	8.25	9.25	10.25	12.10	13.95
6,000.....	5.60	6.10	6.60	7.60	8.60	9.60	10.60	12.45	14.35
6,500.....	5.90	6.40	6.90	7.90	8.90	9.90	10.90	12.80	14.70
7,000.....	6.20	6.70	7.20	8.20	9.20	10.20	11.20	13.15	15.15
7,500.....	6.50	7.00	7.50	8.50	9.50	10.50	11.50	13.50	15.50
8,000.....	6.80	7.30	7.80	8.80	9.80	10.80	11.80	13.80	15.80
9,000.....	7.40	7.90	8.40	9.40	10.40	11.40	12.40	14.40	16.40
10,000.....	8.00	8.50	9.00	10.00	11.00	12.00	13.00	15.00	17.00

CLASS B—SHEETS 7 BY 9½ OR SMALLER.

Number of Impressions.	COMPOSITION TIME.								
	½ Hr.	¾ Hr.	1 Hr.	1½ Hrs.	2 Hrs.	2½ Hrs.	3 Hrs.	4 Hrs.	5 Hrs.
100.....	\$ 1.45	\$ 2.00	\$ 2.55	\$ 3.60	\$ 4.65	\$ 5.70	\$ 6.75	\$ 8.85	\$10.90
250.....	1.60	2.15	2.70	3.75	4.80	5.85	6.90	9.00	11.05
500.....	1.85	2.40	2.95	4.00	5.05	6.10	7.15	9.25	11.30
750.....	2.05	2.60	3.15	4.20	5.20	6.30	7.40	9.50	11.55
1,000.....	2.25	2.80	3.35	4.40	5.45	6.50	7.60	9.70	11.80
1,500.....	2.75	3.30	3.85	4.90	5.95	7.05	8.10	10.20	12.30
2,000.....	3.25	3.80	4.35	5.40	6.45	7.50	8.60	10.70	12.80
2,500.....	3.75	4.30	4.85	5.90	6.95	8.00	9.10	11.20	13.30
3,000.....	4.15	4.75	5.35	6.40	7.45	8.50	9.60	11.70	13.80
3,500.....	4.60	5.20	5.80	6.90	7.95	9.00	10.10	12.20	14.30
4,000.....	5.05	5.65	6.25	7.40	8.45	9.50	10.60	12.70	14.80
4,500.....	5.50	6.10	6.70	7.85	8.95	10.00	11.10	13.20	15.30
5,000.....	5.95	6.55	7.15	8.30	9.45	10.50	11.60	13.70	15.80
5,500.....	6.40	7.00	7.60	8.75	9.90	11.00	12.10	14.15	16.30
6,000.....	6.80	7.40	8.00	9.20	10.35	11.45	12.55	14.60	16.80
6,500.....	7.20	7.80	8.40	9.60	10.80	11.90	13.00	15.05	17.25
7,000.....	7.60	8.20	8.80	10.00	11.20	12.35	13.45	15.50	17.70
7,500.....	8.00	8.60	9.20	10.40	11.60	12.75	13.90	15.95	18.15
8,000.....	8.40	9.00	9.60	10.80	12.00	13.15	14.30	16.40	18.60
9,000.....	9.20	9.80	10.40	11.60	12.80	13.95	15.10	17.30	19.55
10,000.....	10.00	10.60	11.20	12.40	13.60</td				

The second class covers envelopes, cards, postals, small dodgers and circulars, envelope enclosures, note and memo heads, statements, and other work such as is run on an 8 by 12 press and at a fairly good speed, and particularly light forms.

I sometimes place in the first class forms that are the size of the second class when the type is large and takes more ink, or for some such reason, but not ordinarily.

The four tables given cover a wide range of hour-costs, and some may question the advisability of giving tables with other than the highest cost, which is about the average cost today in the country. If we were discussing hour-costs only, this might be all right, but that is something that is not under discussion, nor is it within the range of this series of articles.

By giving the four tables, with four different hour-costs, I can show how any hour-costs may be used, and tables made to fit those costs, by using as a basis the figures given in the previous articles. The hour-costs used may not fit your particular condition, or may be much too low. In such a case it is a simple matter to figure proper tables for your "Recipe Book" and thus save yourself a vast amount of time in the future; besides, you will get more accurate and uniform results. As your costs come through you can compare them with the tables, and if you have gone astray it is a very simple matter to make the few changes and thus keep up your tables.

You know that the average estimator or printer is in a rather peculiar frame of mind when he is figuring a job the old way. He is never sure of what the result is going to be, nor the answer. If he goes too high, he loses the job; if too low, he loses money for the house and is likely to be called on the carpet; or if he is a proprietor, in time he might go broke.

With these conflicting emotions, how can any estimator be quite honest with himself? It is asking almost too much of a mere human being. But, if he has prepared scales like those given, and has his "Recipe Book" in good shape, when a job comes up to be figured on he is using the cold-blooded scales which alone tell the truth, and when the job is added up he knows just where he is at. Then, if something comes up later about the cost of the job he can check his estimate against the scales, and has something to back him up. If the house wants to lose money on the job, or wants to do work for nothing, it is all there plain and clear, and it will not be necessary to wait until the job is done to find out where they "came out" on the job, or where the mistake was made.

You may well ask: How about jobs with copying-ink? What extra should be added where numbering-machines run with the form? What about colored ink?

I simply ask your patience. Next month you will be given another set of tables, and still another set the following month, then one more article will close this series.

It would not do to give all the matter and tables in one article, as it might be too confusing.

By no means do the tables and scales given cover the entire possibilities of such scales. They may be easily extended to cover more impressions and more hours of composition if need be. It is simply a matter of extension, but for ordinary use I have found that these scales cover the majority of work.

How about linotype matter, and other things, such as cuts, and extras?

Again I beg of you to wait for the rest of the articles, as they will all be taken care of.

Meantime, just use the tables given here on the classes of work they cover, adopting the hour-costs that fit your condition or which you think are right, and then check them up. Tear them out as to actual costs, including composition, make-ready, ink, and also lock-up. Give them every test you possibly can, then write me, in care of THE INLAND PRINTER, and let me know the result.

Make it a practice not to estimate a single job without using the tables on the classes of work they cover, and check

with your cost or time records, then think what a lot of time you have wasted in the past by using the old methods.

Or, if you are one of those wonders who can tell offhand how much it is worth to print a job, make your old guesses, then have some youngster in the shop check you up with the scales and have it out. Both of you might learn something worth while.

THE AD AND THE FICTION STORY.

BY JACK EDWARDS.



NE old but nevertheless good advertising scheme is a series of advertisements woven into a fiction story centered in the locality in which the paper carrying the story circulates. It is natural that people would rather read something with a touch of human interest than a dry, matter-of-fact statement of some advertiser. The story with advertisements is a good way to attract the attention and interest of a paper's readers. But the advertisements appearing in the story should be openly such, if the plan is to be successful, and not the concealed sort that mar the hoped-for effect by creating suspicion on the part of the subscriber.

Not long ago a progressive newspaper in the Middle West ran such a story in its columns. The story was a simple one, requiring little literary ability on the part of the writer. The plot was a conventional one, the characters commonplace. But the story was a success because it dealt with local names and places and so seemed actually to reproduce and exhibit a piece of present-day life in the community.

The story began with the engagement of two young people. The groom-to-be visited a jewelry store to buy the ring, and so the first advertisement appeared in the sketch. The store was named, and the short dialogue that took place between the purchaser of the circlet and one of the clerks presented some forcible arguments in favor of the general reader's patronizing that jewelry house when in quest of anything in its line. From the first store the young man and lady in the story went to a house-furnishing firm. Again, of course, the name of the firm appeared, and once more the ensuing dialogue enumerated some of the outstanding features of the establishment's wares and service. A real-estate man was called on, a taxi was ridden in, a printery was visited and some stationery, ordered and so on to the end, when an automobile was purchased.

The story ran through several issues of the paper, appearing consecutively for about one week. A great many advertisements were secured for the scheme, which were accepted at a nominal rate because of the nature of the plan.

To make the story all the more interesting to the reading public, and of additional value to some of the leading advertisers, the sketch was left unfinished by the original writer, the best manuscript received from any outside contributor to form the final chapter. Arrangements were made with some of the largest firms in the city whereby the winning contributor was to receive from them a certain amount of goods of his own choosing as a reward for his efforts.

Aside from being a good thing for the advertising department of the paper, the running of the story helped the editorial end by supplying for its columns a highly interesting feature. The circulation received a boost also, as many new readers were drawn to the paper by the nature of the story.

The plan is one that might be used with equal profit nearly anywhere. Some member of a paper's editorial staff could be used to plan the story, with the co-operation, of course, of a member of the advertising force. One or both could take the matter up with all prospective buyers of space in their community. And the plan is one that might be used over and over again on the same ground, at intervals, of course.

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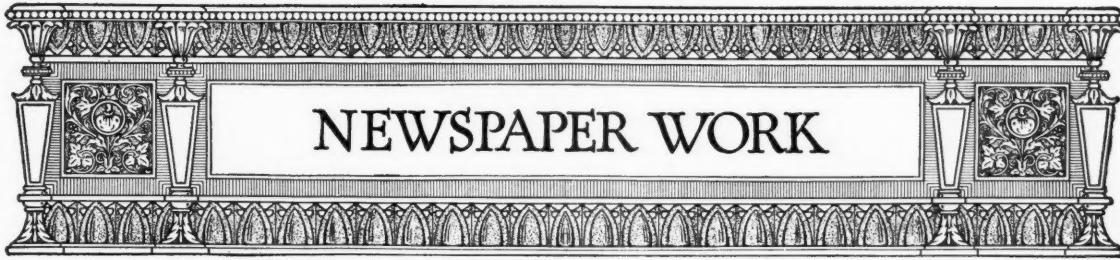
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Copyright, 1919.

GEN. FERDINAND FOCH
SUPREME COMMANDER-IN-CHIEF OF THE
ALLIED FORCES

Reproduced from the original drawing
by R. H. Sommer



BY G. L. CASWELL.

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier system, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter and stamped self-addressed envelope enclosed when reply is desired by mail.

Fitting the Newspaper to the Field.

It is probably true that fitting the newspaper to the field is quite as important as any other thing in connection with the success of a paper in any field. The failures are usually due to the inability of the publisher to do this, either from lack of experience or lack of discernment. "Getting in bad" is as easy for a newspaper as for an individual, and only the most careful tact, and watchfulness of everything that goes into a newspaper, is insurance against it. Possibly this applies more to the smaller newspapers than to the larger ones, but it affects all.

We heard a paper read on this subject at an editorial meeting some time ago wherein the author of the paper covered the subject in such splendid style that he was widely quoted by trade and contemporary newspapers generally. One of his opening observations was:

"To fit your paper to the field you first have to be a physician, with the ability to diagnose the case. That is, you must be able to know what the field is. The mistakes and failures are largely traceable to the inability of the man at the helm to do this. When a physician diagnoses incorrectly and attempts to operate for something that does not exist he buries his mistake. But the editor hangs crape over the door and hands the keys over to the sheriff. There are two phases to the question of fitting the paper to the field. The first is from the standpoint of the paper's patrons and the other is from the standpoint of the editor. The patron is the subscriber to the paper. We will take for instance an agricultural community. The agriculturist is not especially interested in what Mrs. Algernon Van Tassell is wearing at the New Year's ball. What he wants to know is what Bill Smith is doing about the cholera that broke out in his herd, or what Mrs. Smith is doing to eradicate the pip among the chickens. Dorothy Dix could not go out to Spodunk and edit a paper, no matter how successful she might be, or how large a salary she might command, in a city."

And from the publisher's standpoint the author argued that he should be independent — independent of base influences or corruptibility, but full of discernment — a hydra-headed being that can see propositions from all sides and weigh them carefully. We have in mind along this line the experiences of two small-town publishers, both in towns of 1,500 people. In one instance the publisher of the weekly paper and proprietor of the job-printing plant uses not only his brains but his energy, and knows no set hours for work. He made last year a comfortable income of \$8,000 from his plant and business. In another town of like size the publisher "got in bad" with his constituents or patrons and was nearly forced out of business, losing his energy and his pep to the extent of refusing to see local business men and to collect his bills.

The logical thing when something is missing in the machinery of a publication is to supply the missing part or change the machine, and the sensible thing for a publisher to do who

sees he is headed wrong is to either adjust his sails to the community breeze or dispose of his proposition as successfully as he can and make a new start elsewhere.

The recent war and the necessary local activities of the average publisher brought all this home to him with more emphasis than can be told in print. We have met publishers who were in despair at the results, and who have offered their papers for sale because they recognize the existence since the war of a prejudice that will last for years unless they can stand and whip it out.

As there are misfits in business and professions, so there are misfits in communities. Taking careful note of the situation, if it seems there is something wrong, and changing in time may save many years of failure. But a field that fits is one of the pleasantest places in the world for the man who fits it.

Standard Advertising Rates.

It will be remembered by our readers that an attempt was made in 1917 to ascertain the cost and about what should be a standard rate for display advertising in county papers generally. This effort was made through the National Editorial Association, and a special committee on the subject reported at the convention held in Minneapolis in July, 1917. So many times the editor of this department is asked by publishers of old papers and proprietors of prospective new papers what they ought to charge for advertising, that we feel the space is well used in reproducing in part the committee's report:

The committee recommended for home-print papers, guaranteeing circulation and rates, the following gross rates per inch, based on circulation.

Up to 800, weeklies, 14 cents; dailies, 12 cents.
Up to 1,200, weeklies, 16 cents; dailies, 13 cents.
Up to 1,600, weeklies, 18 cents; dailies, 14 cents.
Up to 2,000, weeklies, 20 cents; dailies, 15 cents.
Up to 3,000, weeklies, 24 cents; dailies, 18 cents.
Up to 4,000, weeklies, 28 cents; dailies, 21 cents.
Up to 5,000, weeklies, 32 cents; dailies, 24 cents.
Up to 6,000, weeklies, 36 cents; dailies, 27 cents.

The above rates are all gross rates, which the publisher will quote to all inquirers. From the gross rates the agency's commission will be allowed to recognized advertising agencies and an additional commission to his special representative.

Composition, 5 cents an inch, net, extra.

The above papers we designate as Class A papers.

Papers of unguaranteed circulation, both weeklies and dailies, 10 cents.

These papers we designate as Class B papers.

They find some Class A papers so completely dominating their field, or for some reason so especially valuable for foreign advertising, that they are entitled to such increase over the rates recommended for the usual Class A papers as is warranted by the service they are able to give.

These papers are designated as Star A papers.

They recommend an absolutely flat rate because (1) it simplifies the placing of advertising; (2) advertisers and their representatives desire it; (3) those papers which have tried the flat rate recommend it.

They further recommend that all papers desiring foreign advertising guarantee their circulation and rates, as it will entitle them to the higher prices of Class A, which this committee proposes to aid them in securing, under plans it has in contemplation.

Confidence in Newspapers.

Every newspaper man in the business any length of time has necessarily been impressed with the fact that much of the material and information that come to him is in a sense confidential. He may print news items and editorials regarding this thing and that, but in a large percentage of cases he leaves out of his report or comment some of the essential features connected with the matter under discussion because of the confidence reposed in him by those concerned or by those who might be injured or peeved by a complete publication.

One writer recently called attention to a remark made by a congressman some years ago when he said that the Government at Washington would be wrecked if newspaper correspondents were to tell all of the secrets they came upon in their work of reporting news from the national capital. And while this confidence is a matter affecting every newspaper man, large and small, it is really one of the pillars of a man's business if he is able to tactfully construe everything that comes to him, and with a fine discrimination of the fitness of things uses that which will be of benefit to his fellow men and avoids that which will cause disaster and harm. A tactful, careful newspaper man will have many confidential friends who will stand by him through thick and thin and who will testify at every opportunity as to his integrity and good moral standing, and this is an asset which every newspaper man should strive to acquire. There is no fine-spun theory in the above remarks. They are suggested by years of contact with the publishing business in the newspaper field, and for the younger generation of editors, especially, we wish again to emphasize these things: Be alert, be thorough, but in news or editorial matter be tactful.

A. E. F. College of Journalism Closed.

Army schools in France taught journalism to 523 American soldiers at the war college established at Beaune, reports Prof. Capt. M. M. Fogg, and were enlisting students for a second twelve weeks' course when orders came to abandon the schools. He reports the names of those of the faculty in this line of soldiers' education, as follows:

Prof. M. M. Fogg (Brown, Harvard), director. Professor of Rhetoric in Charge of the Course in Journalism, University of Nebraska; State director, Division of Four Minute Men, United States Committee on Public Information.

Capt. Archie K. Rupert (University of Indiana), One Hundred and Thirty-seventh Infantry. Assistant director, *Kansas City Star* and *Kansas City Journal*.

First Lieut. George Grimes (University of Nebraska, Ex-'18), Company K, Three Hundred and Fortieth Infantry. Assistant director (returned to United States). *The Lincoln* (Neb.) *Daily Star*; now *Omaha World-Herald*.

First Lieut. Benjamin A. Boeh, One Hundred and Thirty-seventh Infantry (Washburn College of Law). Supply officer.

Private Waldo Arnold (University of Wisconsin, Course in Journalism), Company H, Fourth Provisional Regiment, American Embarkation Center. Night news editor, the *Milwaukee Journal*.

Prof. Nathaniel W. Barnes (Columbia), assistant professor of Business Administration, University of Chicago School of Commerce and Administration.

First Lieut. Rex J. Ballard (University of Wisconsin, Course in Journalism; Kenyon College); *Findlay* (Ohio) *Republican*.

Prof. Fred W. Beckman (University of Iowa), professor of agricultural journalism and editor of Experiment Station and Research Bulletins, Iowa State College.

Second Lieut. W. K. Charles (Kansas Agricultural College), Air Service.

Corp. Herbert M. Davidson (Columbia School of Journalism), Fourth Corps Artillery Park, *Kansas City Star*.

Private Stewart M. Emery (Williams College), Twenty-ninth Military Police Company. Copyreader and editorial page verse-writer, *New York Herald*.

Capt. Lauren Foreman (Emory College), Quartermaster's Corps, Motor Supply Train 414. City editor, the *Atlanta Constitution*; publicity agent, Southern Railway System.

Capt. Herbert D. Graham (University of Kentucky), Instructor in Journalism, University of Kentucky.

Private Herman J. Mankiewicz (Columbia University), Headquarters Company, Fifth Regiment, United States Marines. City and dramatic staff, *New York Tribune*.

Second Lieut. Louis Mann (Columbia School of Journalism) Company A, Three Hundred and First Machine Gun Battalion. Telegraph editor and editorial writer, the *Manchester* (Conn.) *Evening Herald*.

Corp. Joseph Pekar (University of Nebraska), Machine Gun Company, Three Hundred and Fiftieth Infantry. Managing editor, the *Ord* (Neb.) *Journal*.

Corp. Winthrop Williams (University of Pennsylvania), associate city editor, *Philadelphia Evening Ledger*.

Sergt.-Major Guy D. Wilson, Sixth Regiment Marine Corps. Telegraph editor and news editor, *Fort Worth* (Texas) *Record*.

Observations.

Farm papers quite generally work their subscriptions to cover two or more years, thus saving the eternal expense of renewing their lists every year or two in order to preserve their circulation. County papers seldom have to do that to keep up circulation, but sometimes do it to get circulation. There is a percentage basis to work that sort of thing on, however, that should be regarded by the weekly or daily publisher, and it does not pay to go beyond a certain discount for long-time payments ahead for the local papers, else they mortgage their future receipts and give the subscriber the profits. Figure the interest you are paying, the cost to you of getting new subscribers and collecting from old ones, the use you can make of the money, and how you will pay your bills when the subscription money is not coming in steadily during the year. Most subscription lists of county papers are as stable and certain as a bank; farm paper lists may not be so, and usually are not expected to pay a profit except in the advertising pages, therefore the difference.

The cry is for schools for apprentices — apprentices on the machines and at the case, at the job-presses and cylinders. A prominent county-seat publisher informed us recently that he got plenty of replies from advertisements for editors and front office help, but he could not get one from pressfeeders and good back office men. And on the printers' side, a young married man who has spent years at the printing-trade said: "Why should there be more printers, or why should soldiers return to the printing-trades, when a man can get four or five dollars a day working on the streets or the section and eight to ten dollars as a bricklayer?" The thought is passed along for careful consideration.

Women are more and more coming into the newspaper game. They are usually very apt students of the newspaper business and, either as bookkeepers or editors in the front office, or business solicitors or managers of departments, they are showing better success than a great many men in the profession. We have in mind one capable lady solicitor who is able almost every week to put on, for some outside or neighboring town, a double-page spread in the county-seat newspaper she represents, using the local news of the town or a Chautauqua program or some special feature of that kind as a center for the spread. She has been able week after week to surround such a feature with good healthy-looking and well-paid advertising space for the business men of such small towns. You wouldn't think it might be possible but the right kind of a lady solicitor can make her efforts count where a man would faint and yield.

What can be done to get newspaper men who ought to attend conventions and association meetings to break loose from their dingy offices and study for a day or two once in a while? There is seldom an editorial meeting to which those in attendance can point and say they have received one hundred dollars for ten dollars invested in attending such meetings, because the one hundred dollars does not show up directly and in some tangible form as "greenbacks." But we believe that to the enterprising publisher one hundred dollars comes back in the long run and just as substantially for every ten dollars

invested in such attendance. For instance, we have noticed that immediately after every editorial convention there comes a notable improvement in the make-up and appearance and general tone of newspapers represented at such meetings. Then there are the splendid social results of such meetings to be looked back upon, which make possible future social and business relations that may be greatly valuable and worth

THE AURORA DAILY BEACON-NEWS



Striking first page from special edition of Aurora (Ill.) *Beacon-News*, one of the best issues of like character we have ever received.

while. But what can we do to get more newspaper men to attend such meetings and get these benefits? While there is life there is hope.

Our attention has been directed to a copy of the weekly edition of the Manchester (England) *Guardian*, an innovation recently launched by the publishers of the daily *Guardian*, running features of more permanent interest from the daily edition, with news of the week, and with liberal editorial comment and world views. The weekly issue will be four columns wide and about the average size of an American five-column paper. In the sixteen pages of the first issue are no advertisements whatever, a fact that would deter any American publisher from launching such an enterprise, but all the pages are full of most interesting world news and comment calculated to be of especial interest to readers all over the world.

Keeping time on the whole newspaper as a job of printing is one of the best ways of discovering leaks or noting profitable features that save time and worry. Not so many extra pages will be run by some papers if they work on the cost basis, nor will display advertising rates be quite so low in some others.

New and peculiar conditions are arising continually in the newspaper and job-printing business. We must all keep studying and planning to meet them. The best way is to talk it over with our closest competitors first, then apply what we can of knowledge gained from larger associations. County organizations are pleasing and profitable. Every community that organizes a Franklin club makes it pay, even if but one meeting is held and if only a few are present.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

W. H. LOPEZ, Birmingham, Alabama.—The advertisement for the Burger Dry Goods Company is well handled in every respect and we compliment you on its production.

The Rock County Star, Luverne, Minnesota.—This is a wonderful small-town paper, carrying out with excellent results the ideas expressed in this department from time to time. The symmetrical first page make-up, the pyramiding of advertisements on the inside pages, and the consistent use of Cheltenham Bold for advertising display, combine to form a result in which the publisher may take much pride. The only thing remaining to make it ideal is to standardize line borders of four-point thickness and to avoid so large a use of capital display-lines in the advertisements. The first page is reproduced on page 677.

Red Willow County Gazette, McCook, Nebraska.—On the whole the paper is well handled. Make-up of the first and inside pages is such as to make it impossible to suggest improvements. Faults are few, but a quite prominent one is to be found with the drop-line news-headings appearing on the first page, both lines of which in many instances are too short. For the most pleasing appearance the lines of drop-line headings should be four-fifths as long as the column is wide. Four-point rules would be better than the six-point rules used around many of the smaller advertisements, while six-point would be better than the twelve-point around the half-page advertisement for the Indianapolis Investment Company. Gray-tone borders should not be used around advertisements set in bold-face type.

THE INLAND PRINTER is indebted to Corporal Fred E. Holdesby, with the A. E. F. in Siberia, for a copy of *Here and There*, published at Vladivostok by the soldiers of Uncle Sam. The printing would not be considered high class in competition with papers issued under the best of conditions, but, considering the circumstances under which it was doubtless produced, must be considered commendable. Editorially, the paper is very interesting, and it can not but exert a powerful influence on the morale of the men so far from home. The first page is largely devoted to



White space, light-tone display, special borders and illustrations, combined, lift the advertisements found in the special "Home-Coming Edition" of the Aurora (Ill.) *Beacon-News* out of the class of the commonplace—yet some say advertising effectiveness depends on boldness and bizarre effects.

sports events, as the leading article is of a baseball game in which the Americans defeated the Canadians. Another top-of-column story describes a field-meet engaged in by the Canadian Northwest Mounted Police. The organ is published by the Thirty-first Infantry, the complete roster of which appears in the issue received.

NOTABLE among the pictorial special editions produced to commemorate the war is *The Merritt Dispatch*, published at Camp Merritt, New Jersey, under date of May 30. The edition was printed on smooth book-paper, in magazine form, and bound in a specially designed cover printed in red and blue. The page size is 12 by 18 inches, there being four fifteen-em columns

September, 1919

to the page. Probably the most commendable feature of its mechanical production is the presswork, the large number of big half-tones being faultlessly printed, especially considering that an enameled stock was not used. Advertisements are exceptionally well arranged and displayed. Editorially, the issue recounts the activities at the camp during the period of the war, the illustrations being of scenes about the camp and portraits of men and women active in the affairs of the camp life since its inauguration in 1917. Soldiers should find it a most interesting souvenir.

Cumberland Evening Times, Cumberland, Maryland.—Much praise is due for the general excellence of this daily newspaper. Presswork, ordinarily poor on small-town daily papers, is comparable with the best of metropolitan publications. The large number of display advertisements are well handled,



Three additional interesting and effective advertisements from the Aurora (Ill.) *Beacon-News*.

most of them being effectively displayed and neatly arranged. We would prefer to see plain line borders used, as some of the linotype borders are a little "fussy" and of a character that makes them highly attractive, often at the expense of the type. Where plain rules are used for borders they are sometimes too prominent, six-point rules surrounding comparatively small advertisements, in which case the effect is the same as when the "spotty" borders are used, for these, too, dominate the advertisements. While it is true that a border may often lend distinction to an advertisement, more often than otherwise it does not — even when it was intended that it should — for when everything is different, by degrees as it were, there can be no effective contrast, hence no distinction.

The County Review, Riverhead, New York.—First page make-up of your August 8 issue is interesting and attractive. We can commend the work of the editorial department also, but something needs to be done in the pressroom if the copy sent us is representative of the issue as a whole and other issues, for presswork is very poor indeed. The folder attachment was not working right, as the paper is not properly trimmed. Advertisements are of average quality only, are rather weak in display as a rule, and do not always indicate good judgment in type use. We note one advertisement, a half-page real estate display, in which the body-matter is set in large Cheltenham Bold while the headings are set in Caslon Old Style, hardly large enough for adequate emphasis if set in bold-face and if the body-matter were in light-face, which is the logical order. Borders are joined badly in several instances. In the half-page above mentioned the side border rule has slipped a pica, leaving a gap at the top and extending that distance below the advertisement.

Renville Star-Farmer, Renville, Minnesota.—Good presswork is the outstanding feature of the copy of your paper sent us, although composition of advertisements must be considered excellent, especially in so far as display and arrangement are concerned. The borders are a little "fussy," although the lighter toned machine borders could not be considered altogether unsatisfactory. The twelve-point geometric square border used quite frequently is too strong in tone and of too pronounced a character to be used effectively, at least on small-space advertisements, as its strength detracts from the type enclosed within it. By far the best practice in the use of borders is to employ plain rule borders exclusively, perhaps suiting the thickness of the rules to the size of the advertisement. Four-point is a very good size for advertisements up to a half-page, beyond which six-point might be used, whether to advantage or not being a question. At any rate we believe the improvement in the paper as a whole resulting from the use of standardized border outweighs any possible distinction that different borders may give advertisements. When there is too great variety, contrast, hence emphasis, is lost. One advertisement with a different border than the rest, which have the same border, will have distinction and will stand out, but when there are many advertisements and each has a different sort of border there can be no effective distinction.

The Aurora Daily Beacon-News, Aurora, Illinois.—Your "Home-Coming Edition" is a handsome one, besides being very interesting. Advertisements, practically all of which are set in Caslon Old Style, demonstrate that bold-face types are not nearly so essential for effective display as many imagine, judging from the all but general use of bold letters for that purpose in newspapers. If the compositor is on to his job and recognizes the possibilities of white space and arrangement in obtaining advertising effectiveness he can get up advertisements with light-face type that are not only as strong in display, all things considered, as bold-face treatments, but which are more pleasing to the eye as well, and a pleasing appearance in itself is highly attractive. It is a serious error for any one to assume that



These four advertisements were four columns by ten inches deep in the special edition of the Aurora (Ill.) *Beacon-News*. It was a pleasure indeed to look over page after page of advertisements such as these, for the most part set in that versatile type, Caslon.

strength of display depends on boldness of type treatment, and we are reproducing several of the advertisements from this paper to demonstrate that fact—that is, as far as a small reproduction can—for it must be recognized that a bold treatment has an advantage in a great reduction, such as we are forced to employ here, that it does not have in the full-size page of a newspaper. The large number of syndicated illustration plates added materially to the effectiveness of the advertisements. The first page, herewith reproduced, is representative of the character of those illustrations. We see no opportunities for improvement in any feature of the production of this remarkable edition.

Dowagiac Daily News, Dowagiac, Michigan.—While the first page make-up of all copies sent us is interesting, and while make-up is good

from the standpoint of balance, considering the large number of big headlines employed, we feel that in some issues at least there are too many large headings, even for a daily newspaper. While numerous large headings make a paper appear interesting, they also make it disconcerting to the readers, who, following one story, are continually being attracted and disconcerted by large headings over other items. When such large headings are employed over items of average importance it puts the editor or make-up man at a disadvantage to give an item of exceptional importance the emphasis it deserves. Presswork is especially good, and the advertisements throughout the paper evidence intelligence in their display and arrangement. While in a large display, where there are a number of points deserving prominence, it may be necessary to resort to change of style of type in a line or two to secure adequate emphasis, in ordinary advertisements it is a mistake to change the style of display-type. We note several advertisements where the only display of consequence is the headings and the signatures, and yet the headings are set in Cheltenham Bold, perhaps, and the signatures in John Hancock (bold) of approximately the same size. There is no advantage in emphasis to be gained by such a change; in fact, the uninviting appearance created weakens the force of attraction, as, all arguments to the contrary, the average person has such a sense of the fitness of things that he likes best those things which are consistent and pleasing through harmony.

The Wolf Point Herald, Wolf Point, Montana.—We compliment you on the general excellence of your paper. Presswork is very good indeed, though on one of the issues sent us there was a little too much ink, with scarcely enough impression. Advertisements are well arranged and displayed, but an improvement would result in the appearance of the paper if the pyramid form of make-up were adhered to. Briefly, the pyramid

perhaps, and then passed over. If the reader is allowed to read the news first, and without distraction afforded by the presence of clamorous advertisements which may stand in his way, he is in the proper frame of mind to take up the advertisements and give them concentrated attention. He is allowed to do this when the pyramid make-up is followed. You may "club" people into doing some things, but hardly into reading an advertisement. They must be approached more diplomatically.

The Milaca Tribune, Milaca, Minnesota.—Your paper for August 7 is one of the most attractive from all standpoints that we have seen for some time. First page make-up is admirable, there being a sufficient number of headings, nicely graded in relation to the length and importance of the items over which they are placed. The headings are also attractively arranged on the page. The larger headings are symmetrically arranged, which is about all that can be expected under ordinary conditions. Furthermore, the influence of the smaller heads is not strong enough to throw a page out of balance when the larger ones are well placed. The page is

THE MILACA TRIBUNE



Large number of headings well placed. The variety secured is commendable, especially in view of the harmony existing between them.

reproduced. Advertisements are well arranged, and, for the most part, effectively displayed. One fault noticeable in several of them is that the signatures are larger than the headings, which is the reverse of what should be the case. The largest line, the boldest display, should be at or near the top of an advertisement, not only because balance will then be secure, but, furthermore, in order that the words most likely to attract and interest readers will appear at the start rather than at the finish. It is as natural for one to read from top to bottom as it is to read from left to right and, of course, to be logical, display must be arranged with that end in view. A pleasing feature is the almost general use of one style of type for display, Cheltenham Bold, an excellent type for the purpose, if bold type is considered desirable. Improvement would result, however, if you employed only the regular instead of the extended, condensed and regular shapes. When an extended and a regular form are used together, even though of the same family, the effect is bad because of the wide difference in shape. The advantages of condensed and extended shapes of letters in display are largely imaginary. The regular shape will adequately answer all display purposes, a fact which you will find demonstrated by reference to the advertising appearing in the leading national magazines, such as the *Saturday Evening Post*, *Ladies' Home Journal*, etc. The idea that by using a condensed letter one gets a larger size is a fallacy. True, the height of the condensed letters is greater, but the width is narrower and the letters as a whole are smaller than those of one size smaller of regular proportions. In other words, twenty-four point Cheltenham Bold Condensed can not be considered larger than eighteen-point Cheltenham Bold or regular shape, if it is as large. In one advertisement we note that the heading is set in a light-face italic while the subordinate matter is in Cheltenham Bold, the effect of which is inconsistent. In this same advertisement we note that you have used colons and hyphens at the ends of a short line, presumably to make it longer—but they do not accomplish that purpose, the points being too small in relation to the size of the letters.

THE ROCK COUNTY STAR



Interesting, well-balanced first page of Minnesota small-town newspaper.

make-up involves grouping all the advertisements of a page in the lower right-hand corner, the largest being in the corner and the smaller displays around it. This forces the reading-matter toward the upper left-hand corner of the page, where it is most convenient for the reader. When advertisements are scattered over a page there is danger, if there be a large number of them, of cutting up the reading-matter into small patches, which makes it difficult for the reader to follow it with satisfaction. Some may argue that advertisements will not be read unless they are placed adjacent to reading-matter, but that idea does not coincide with human nature. It must be admitted that a reader's first consideration is the news, else he would not take and pay for the newspaper. That granted, it must be further admitted that he wants and will take up the reading-matter first, and that any advertisement that stands in his way will be given a hasty glance,



Party of National Editorial Association on "Victory" Tour of Pacific Northwest.

THE "VICTORY" TOUR OF THE NATIONAL EDITORIAL ASSOCIATION.

BY HARRY HILLMAN.

It was called the "Victory Tour," and a victory tour it was indeed. Undoubtedly no other organization or body of any character has been received, welcomed and entertained more royally, or with more genuine, whole-hearted enthusiasm than the thirty-fourth annual gathering of the National Editorial Association. This year the convention of the organization was of an international character. It was of greater significance, probably, than any of the preceding gatherings, for there can be no doubt but that it has done much toward cementing the bonds of friendship between the two countries, Canada and the United States.

The delegates and guests from the East and South assembled at Chicago on Saturday, July 26, where they were entertained at dinner at the Morrison Hotel. Leaving Chicago in the evening they journeyed to Minneapolis, where the party was augmented by others from the West, and at this point they were entertained at a dinner in the West Hotel. From Minneapolis the party, over two hundred strong, and representing thirty-eight States, moved on to Winnipeg, where it was still further increased in size, and where the "Victory Tour" actually started. After two days of entertainment as the guests of the various civic and commercial bodies of Winnipeg, during which they were shown the wonders and possibilities in and surrounding that thriving city, the members of the party started on their trip to the Western coast. Stops were made at Portage la Prairie, Dauphin, Saskatoon, Prince Albert, North Battleford, Wainwright, Edmonton, Jasper, Luce, Kamloops, Boston Bar and Vancouver. Thus the trip extended through the Provinces of Manitoba, Saskatchewan, Alberta and into British Columbia, and the party was given every opportunity to view the wonders of Western Canada — its fertile grain-fields, boundless grazing-land, wonderful mountain scenery and its valleys, now at a high stage of development and still offering unlimited possibilities for the future.

From Vancouver a trip was made by boat to Seattle, then to Portland, where the first business sessions of the convention were held. After these meetings, trips were made to various points of interest in and around the city.

The first session at Portland was opened with music by the Mendelssohn Quartet, then after the invocation by Rev. Francis B. Short the delegates settled down to business and to listen to addresses — rather hard work after all the entertainment and speechmaking that had preceded. Guy U. Hardy, presi-

dent of the association, summed up the work of the past year and made recommendations for increasing the effectiveness of the work for the coming year. Among these was the employment of an executive field secretary, to devote his entire time to carrying on and extending the activities of the organization, the expense to be taken care of, in part, through sustaining memberships.

An eloquent and forceful address on "Our Calling" was delivered by B. F. Irvine, editor of the *Oregon Journal*. Outlining the duty of American newspapers in the world crisis through which we are passing, Mr. Irvine made a strong plea for the continuance of high ideals in newspaper publishing.

"The Community Evener" was the subject handled by George W. Marble, publisher of the *Tribune-Monitor*, Fort Scott, Kansas. An address on "The Rainbow's End for the Newspaper Publisher," by Harry Hillman, editor of THE INLAND PRINTER, closed the morning session.

Edgar B. Piper, editor of the *Oregonian*, Portland, opened the afternoon session, speaking on "Somewhere Near the War" and reviewing his tour as a member of the party of American newspaper men which visited Europe during the war. Harvey Ingram, editor of *The Register*, Des Moines, Iowa, followed with a stirring talk on "The Larger Outlook," emphasizing the tremendous opportunity and responsibility which confront the newspaper publishers in spreading the doctrine of international good will in the era that is to come.

Following the adjournment of the afternoon session, the party boarded interurban cars for Oregon City, where a monument was unveiled to commemorate the establishment of the *Oregon Spectator*, the first newspaper west of the Rocky Mountains. George H. Hines, curator and assistant secretary of the Oregon Historical Society, to whom credit is due for the placing of the monument, set forth briefly the history of the paper in the following words:

The unveiling of a monument to mark the site in this city where the first newspaper in American territory west of the Rocky Mountains was issued on February 5, 1846, seventy-three years and seven months ago, is an interesting feature of the joint meetings of the State and national editorial associations of the past two days in Portland.

At the time the *Oregon Spectator* was started the difficulties confronting such an enterprise were very great. Oregon City had a population of possibly five hundred. The total population in the "Oregon Country" at that time — meaning all the area within the present States of Oregon, Washington, Idaho and those parts of Montana and Wyoming west of the summit of the Rocky Mountains — did not exceed 2,000. The total voting population on June 3, 1845, was 504. Yet the citizens in and around Oregon City determined to have a newspaper. A subscription paper was prepared and circulated, and pledges at \$10 a share, amounting to approximately \$1,200, were secured. That was forwarded to New York and a hand-press, type and a paper supply were secured. John Fleming, a printer from Ohio, who had arrived in 1844, was arranged with to do the typesetting. The size of the paper was 11½ by 14 inches, with four pages of four columns each, issued



Snapped at Edmonton, in the Province of Alberta, Canada, August 2.

semimonthly, at \$5 a year. Time does not permit going into further details. Suffice it to say the paper had a fitful as well as a feverish existence until March, 1854, having been edited by seven different persons and its mechanical work performed by nine different printers. The salary of the first editor, W. G. T'Vault, was \$300 a year. His services were dispensed with at the end of two months. Then he gave his entire attention to his law practice.

Pardon me for making a personal reference, but an unusual experience prompts me to do so. Out of the twenty-two persons whose names appear upon the tablet, I have had a personal acquaintance with thirteen, the first among them being T. F. McElroy, who as master of the first Masonic lodge north of the Columbia River, officiated at the funeral of a brother Mason, James McAllister, a neighbor of my father's family, who was killed by Indians on October 28, 1855, at the beginning of the Yakima Indian war in Oregon and Washington, which lasted a year. Acquaintance with Goudy began soon after that as he was a captain of volunteers in the Indian war alluded to, and with the others later on, beginning in 1864, chiefly through my connection with the printing business and general newspaper work. Both men became prominent in public affairs in the early days of Washington Territory.

Other members of the *Spectator* family achieved a good degree of distinction, notably James W. Nesmith, as soldier, United States senator and congressman; George L. Curry, as secretary of the Territory and the last territorial governor; Aaron E. Wait, as a lawyer and circuit judge; D. J. Schnebly, as a newspaper man at Ellensburg, eastern Washington.

My association with the men mentioned, together with a growing consciousness of the importance of memorials to perpetuate the beginning of varied enterprises, led me to make a thorough investigation in locating the site where this pioneer paper was printed, and this spot was noted more than thirty years ago as the proper one. Further, it was corroborated by a number of persons who had been original subscribers of the *Spectator*, among them the late Hiram Straight, Sidney W. Moss, Medorem Crawford, F. X. Matthieu and W. Carey Johnson, and confirmed by W. L. Adams, who bought the plant of the *Spectator* in April, 1855, and issued the first number of the *Oregon Argus*, and also by his foreman, D. W. Craig.

A number of plans for securing a tablet or marker for this place occurred to me, but none were practical at the time, because an old wooden building stood here. Hence the matter was left in abeyance until about eighteen months ago, when W. P. Hawley was spoken to about it. He listened to my plans very attentively, and told me to work out a plan and submit it. No definite time was set. In April of this year, learning that the National Editorial Association was planning to make a coast-wide trip in August, it occurred to me that if the contemplated memorial tablet could be arranged for and put in place as a part of the program of the National Editorial Association and the Oregon State Editorial Association, it would be well to begin preparation at once. The matter was placed before Mr. Hawley, and he authorized me to proceed at once along the line suggested.

And, now, here the tablet is, owing to the public spirit of Mr. Hawley, and it is a memorial in connection with the beginning of newspaper

life on the Pacific coast that is certain to be far-reaching in its influence in molding public opinion regarding all matters relating to the activities of the complex life of our beloved country.

Other short addresses were made by Mrs. Eva Emery Dye, author of "McLoughlin and Old Oregon" and other works; W. P. Hawley, president of the Hawley Pulp & Paper Company, who donated the monument; Mrs. Jennie Barlow Harding, Past Regent of Susannah Lee Barlow Chapter, Daughters of the American Revolution, and Edward Albright, vice-president of the association. The monument was unveiled by Mrs. Guy U. Hardy, and Aaron Wait, grandson of the fourth editor of the *Oregon Spectator*.

It is interesting to note that the spot where the first paper on the Pacific coast was established is now surrounded by the buildings of the Hawley Pulp & Paper Company.

Returning to Portland, the editors and their guests were taken for an automobile ride over the Columbia River highways, then boarded a special train for a trip to more of the scenic wonders of the Northwest. The first of these was that magnificent spectacle, Crater Lake, where the editors exhausted their stock of adjectives in trying to describe its beauty. Then came Mount Rainier, which still further taxed the vocabularies of the word artists, and set them digging for words to express their appreciation of the wonders of nature.

Seattle was the next stopping place, and here most of the party again stopped long enough for two business sessions, both being held in the rooms of the Seattle Press Club. Following the opening ceremonies, an address was delivered by J. E. Gratke, editor of *The Evening Budget*, Astoria, Oregon, on "The Relation Between the Country Newspaper and the City Press." George E. Hosmer, chairman of the Legislative Committee, submitted the report of his committee and launched out into a stirring appeal for support of President Hardy's recommendations for an executive board with an efficient field secretary, maintaining offices at Washington, D. C., for the purpose of looking after matters affecting the newspaper fraternity. Mr. Hosmer showed clearly how the work done by his committee has effected the saving of an immense sum of money for the newspaper publishers at very small cost to



Tablet on Monument Erected to Mark the Site Where the First Newspaper West of the Rockies Was Printed.

them. This exemplifies the benefit derived from united action through an organization such as the National Editorial Association.

Other addresses delivered were: "Bolshevism," by Hon. Ole Hanson, Mayor of Seattle; "The Making of Public Opinion," by Dr. Henry Suzzalo, president of the University of Washington, and "Vocational Training in the Army," by Col. P. J. Hennessey, U. S. A.

A feature of the visit to Seattle that will long be remembered was the launching of the new 9,600-ton steamship, "Editor," in honor of the National Editorial Association. The United States Shipping Board consented to change the name originally selected, and the ship will sail under the proud title, "Editor," in honor of the newspaper fraternity of the nation. The association was further honored in the selection of Mrs. Guy U. Hardy, the wife of President Hardy, as sponsor.

More entertainment was in store for the party after this event, including a tour of inspection over the port of Seattle terminals and through the Lake Washington canal locks, one of the greatest engineering achievements in the United States. A trip to the navy-yard city, Bremerton, concluded the stay at Seattle, and the members of the party again packed their baggage to move on to Victoria, British Columbia, for some more business sessions and additional sightseeing.

As this is being written at Seattle, just before the move to Victoria, and the time of closing this issue of THE INLAND PRINTER is drawing near, a report of the closing days of the journey can not be included at this time. Suffice it to say that from Victoria the editorial pilgrimage will go on to Vancouver, where it will start on its return trip eastward across Canada by the southern route. Stops will be made at many places of extreme interest, including Sicamous, Revelstoke, Field, Lake Louise, Banff, Red Deer, Calgary, Lethbridge, Medicine Hat, Swift Current, Moose Jaw, Regina, Brandon, on to Winnipeg, where the "Victory Tour" will end and the party disperse.

To give a complete report of the tour would fill pages, and we regret that this is not possible here. We must be content to give merely this rough sketch. Not only has the trip been of immense benefit to the editors personally, but their many readers have been able to share the pleasure with them, as pens and typewriters have been busy constantly, sending broadcast stories of the wonders, the magnitude, the beauty and vast possibilities for the future to be found in the great Northwest. Thus the "Victory Tour" proved to be an education for the editors and for the readers of their papers as well, and again demonstrates the great importance of the newspaper as an educational factor.

ENGLISH ONE HUNDRED YEARS AGO.

BY STEPHEN H. HORGAN.

"Walker's Dictionary and Expositor of the English Language" is in my library. It is the first American edition and was printed in Philadelphia in 1803, so it gives one some idea of our language one hundred years ago.

If John Walker were compiling his dictionary today it can be safely assumed that our own F. Horace Teall would never be invited to assist him, for the dictionary holds plentiful evidence that old Walker and Mr. Teall could not live peacefully one day under the same roof.

Walker started to reform the "English as she was spoke" in his time, therefore he gave most attention to correcting the mistakes that had crept into pronunciation. Of this last word he said: "Pronunciation; pro-nun-she-a-shun. There are few words more frequently mispronounced than this one." He was particularly hard on those who pronounce this word as if the third syllable was like the noun "sea."

It would be possible to write a paragraph, using words and their definitions as approved by Walker, and the whole would

not be understood by English readers today. Here are a few of his definitions: Advertisement — notice of anything published in a paper of intelligence; to blaze — to publish; a blazer — a publisher; chirurgery — surgery; composition — the act of bringing simple ideas into complication; dithyrambic — any poem written with wildness; education — formation of manners in youth; gazetteer — a writer of news; magazine — of late this word has signified a miscellaneous pamphlet; pamphleteer — a scribbler of small books; poet — an inventor; ptisan — a medical drink made of barley, decocted with raisins and liquorice. (This sounds like a prohibited drink at present.) Scavenger — a petty magistrate. A steak was a collop; a writer was a chirographer and a museum was a repository of learned curiosities. One wonders if "Walker's Dictionary" could not be termed a museum. Think of calling a magistrate a scavenger or inventor Edison a poet. If a composition were the bringing of simple ideas into complication, what would happen if the ideas were not simple? Possibly it would be a "dithyrambic" "written with wildness." A writer to use much of Walker's English today would not only get himself disliked, but find himself sued for libel.

MUSINGS OF AN OLD-TIME PRINTER.

BY EDWARD D. BERRY.

Ah recollect, 'way back in eighty-fo',
Th' things we used t' do t' make a string.
'Twas "dis" all day
An' plug away
All night, t' make ouah dollah-ninety-fo'.

But mebbe luck in mahket phat 'd bring
Anothah dollah ramblin' 'long th' way.
Then sure as shootin'
There'd be highfalutin'
Jinks, an' no idee o' work th' followin' day.

Them days is gone — no mo' th' call o' "Time"
Ah'll heah, like music t' my eah.
Yep, Thirty's on th' hook;
Them days is like a book
That's out o' print — anothah day is heah.

Ah'm gettin' old — this palsied hand o' mine,
That wuz so tireless, nevah mo' will hold
A single-column stick.
Ah guess Ah've tuhned mah trick
An' passed th' buck — Ah sho' am gettin' old.

Ah stan' an' look in wondah while them boys,
With dancin' fingahs, pound a lot o' keys,
A-settin' up a string
O' type that ought t' bring
T' them a life o' plutocratic ease.

But shucks! They ain't a-settin' type at all!
They're punchin' holes in paper; they ring a bell,
Let loose a lot o' air,
An' sit there in a chair
With a cushion on it, an' think they're raisin' hell!

But when that caster feller starts the wheel
On his machine you'd ought ter see 'er go!
Th' type comes runnin' out
Like water frum a spout —
With double price an' single in a row!

Ah reckon Ah'm gettin' old! Who'd evah thought
Ah'd live t' see th' day when they could set
A table jes' as fast
As news! Ah never passed
If Ah had a pair — but this heah hand don't bet!

The good ol' days have sholy passed away
An' printin' as Ah knew it ain't no mo';
But Ah live in recollection
An' mou'n th' sad deflection
Of how we use t' print, back in eighty-fo'.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading.
Items for this department should be sent before the tenth day of the month.

Frederick G. August With Berger & Wirth.

Frederick G. August, who has been associated for the past fifteen years with the Sinclair & Valentine Company, New York city, and who is well known to the users of printing-ink in the eastern section of the country, has severed his connection with that company and has purchased an interest in Berger & Wirth, Incorporated, of which company he has been made secretary. He assumed his duties with the latter concern on July 15.

Edward V. Murphy.

Edward V. Murphy, one of the oldest directors of the Mergenthaler Linotype Company, died July 16, 1919, at the age of seventy-six years. Mr. Murphy was on the way to his summer home at Keswick on Lake Simcoe, in Ontario, Canada, when he became so ill that he was taken from the train and to the Homeopathic Hospital in Albany, where the end came.

Edward V. Murphy was born in Philadelphia, February 15, 1843. He went to Washington in 1860 and joined his brothers, Dennis F. and James J., who had won excellent reputations as reporters for the Senate, and he had a similar post with that body for fifty-nine years.

In addition to his service as director with the Mergenthaler Linotype Company, Mr. Murphy was vice-president of the National Typographic Company, and a director in the Riggs National Bank of Washington, District of Columbia. Only recently he retired as a director of the Columbia Graphophone Company.

Something Decidedly New in Printing-Plates.

What bids fair to prove the most remarkable development in the printing industry since the introduction of the typesetting and typecasting machines is the production of what, for all practical purposes, is an indestructible, non-wearing printing-plate. This new plate is known by the trade name Duraplate, deriving its name from the fact that it is durable and can not easily be worn out. It is being manufactured by the Duraplate Company, 420 Sansome street, Philadelphia, Pennsylvania.

The Duraplate is a phenolic condensation product, a hard, infusible substance, somewhat similar in appearance to a talking-machine record. Durability, however, is not the only advantage claimed for this new

printing-plate, for a comparison shows it to weigh seventy-five per cent less than an electrotype of the same size.

This fact, combined with the indestructible feature, makes Duraplates ideal for advertising purposes. It has been stated by the maker that the saving in postage for mailing a Duraplate will often pay for the plate itself, whereas the immunity from damage while in transit not only saves the shipper from all responsibility and worry but also means a material saving in material used and time spent in packing. If desired, an unblocked Duraplate may be enclosed in an envelope and mailed first-class, like an ordinary letter, at trifling expense. An original may be mailed to a publication the same as a stereo-

type matrix. The Duraplate from which the advertisement herewith was printed was mailed to THE INLAND PRINTER in that way.

Furthermore, Duraplates are infusible, and having every detail of an electrotype or original plate may be stereotyped or electrotyped in the usual manner and without extra care being exercised. Duplicates of half-tone originals of the finest screen and detail have been made by this new process and the result compares favorably with the finest lead-molded electrotypes.

On long runs, Duraplates have proved to be worthy of the name, tests, we are told, showing that they will outwear the hardest nickel-steel electrotype. Tests made by a scleroscope show the relative hardness and resiliency of various metals to be as follows:

Duraplate	90
Hardened tool steel (for gages)	75*
Hardened tool steel (cutting edge)	65†
Cold-drawn steel	42
Cast iron	35
Electrotype	12
Stereotype	10

*Too brittle for a cutting edge.

†A cutting edge beyond this hardness becomes too brittle.

Duraplates being so hard, it is necessary to use special tools in finishing and trimming. In routing and finishing, for instance, the use of an abrasive has proved the fastest and best method.

A further advantage is found in the fact that Duraplates have little or no affinity for ink, the ink being practically cleaned off at each impression. This, we are informed, means that every impression will be sharp and clear and that the disagreeable feature of plates filling up and printing a slurry is eliminated.

At present the new company is confining its efforts to advertising work for newspapers and periodicals. The reason for this is that although the plates are being produced in a commercial way, development work is going on all the time and the officials have numerous improvements in half-tone printing that they expect to bring forth when orders are accepted for plates for high-grade half-tone and color printing.

The well-known firms, the Royal Electrotype Company and the Stokes & Smith Company, press manufacturers, both of Philadelphia, are behind the new concern, which gives every promise of a bright future. The Condensite Company, Bloomfield, New Jersey, is also interested in the Duraplate organization and supplies the raw material.

DU PONT AMERICAN INDUSTRIES

**You Will Like
This Collar**

It's cotton, it's stiff, but it is not starched. Doesn't have to go to the laundry. No ironing. Just a little water, a wash cloth, some soap and two minutes' time. It's a

**CHALLENGE
CLEANABLE
COLLAR**

On your neck, no one can tell it from the average cotton collar. Here's the difference: The cotton collar you now wear is stiffened with starch. Ours is stiffened by a process that makes it impervious to water. It doesn't wilt when wet. Perspiration doesn't touch it. Yet it's pliable and comfortable.

Costs about \$15.00 a year for ordinary cotton collars and laundering. \$2.00 worth of our cotton collars will last a year. Saving—\$13.00. Isn't it worth considering?

DU PONT

Printed from a Duraplate, the Latest Thing
in Printing-Plates.

September, 1919

Marketing Municipal Bonds Among Printers.

The wide interest in bonds, stimulated by the recent Liberty Loan campaigns and the income tax laws, manifested at this time by printers and business men generally, prompts us to provide our readers with information on the subject of municipal bonds. The Union Trust Company, Chicago, which is finding an active market for its various issues of municipals among printers, has supplied *THE INLAND PRINTER* with the following interesting advice for the benefit of its readers:

"Municipal bonds, as we generally understand them, are the obligations of cities, counties, districts and other special municipalities and are issued to provide funds for court-houses, schools, parks and other public improvements. They are issued under the provisions of law existing in the State where the community is located and are usually approved by a majority of the voters at an election. The principal and interest of these bonds are paid by a tax on all the property within the municipality, and for this reason municipal bonds have

beneficial to the people within that district. The principal and interest of these bonds are paid by a tax levied only on the property within this district. Bonds of this kind have been issued largely in the rural communities, where a group of farmers would form a district for the building of levees or drainage ditches to reclaim or protect certain lands in their particular community. These districts are formed under certain legal restrictions and the taxes are usually collected by the county officials in the same way as the regular county taxes.

"In drafting the income tax laws, which went into effect in 1913, the federal authorities made the income from municipal bonds exempt from all federal income tax. The purpose of this was to make it possible for municipalities to borrow money at a low rate and, consequently, to encourage municipal improvements. The effect of this has been to create a broad demand for these bonds among corporations, firms and investors who formerly invested their funds in corporation bonds and other securities bearing a higher rate of interest. It is interesting to note that the bonds of some of our larger cities are selling to yield about four and one-half



Large and Attractive Building to Be Erected by Rapidly Growing Direct Mail Firm of Buckley, Dement & Co., Near New Postoffice Site, Chicago.

always been considered the safest form of investment next to the obligations of the Government.

"The bonds of States, while sometimes considered as municipal bonds, do not properly come under this classification, for the reason that a State is a sovereign body and its obligations are not in the same legal position as those of a subordinate municipality.

"A comparatively recent form of municipal bond is the district bond. The purpose of this issue is to provide funds for improvements such as schools, drainage, etc., and a special district may be formed in a part of a county or State where the improvement is

per cent, whereas the Liberty and Victory bond issues may be purchased to yield as high as four and three-quarters per cent. This, of course, is because the municipal bonds are exempt from all taxation, whereas the government obligations are exempt only to a limited amount.

"In spite of a large increase in the amount of municipal bonds issued this year over last, the market prices of municipal bonds have steadily increased in value and are now selling to yield from one-quarter to three-quarters of one per cent less than they did in 1918. This condition is directly attributable to the income tax exemption law on municipal bonds referred to above."

The Sarco Company of New Jersey.

A record for progressiveness has been accomplished in the incorporation of the company now bearing the above name. In 1911 the Stenography & Reporting Company was organized by Miss Anna E. Robinson, now Mrs. Thomas B. Usher, and Miss Mattie E. Stevenson, now Mrs. Frederic R. Brace, and the business occupied one small room in the American Mechanic Building, Trenton, New Jersey. The business increased rapidly and made necessary the addition of a printing department, so in 1913 the Modern Print Shop was incorporated as an adjunct, with Marvin A. Riley as president. The advertising methods employed by Mr. Riley soon forced the company into more commodious quarters in order to handle the volume of work, which kept constantly increasing. Therefore, in 1915, the two companies purchased a building and added a stationery store to their activities. This expansion caused a rapid development in the printing end of the business, and also an extension into engraving, die-stamping, etc., and has culminated in the recent purchase of the Horace E. Fine Company, which for twenty-eight years has enjoyed constantly increasing success in engraving and allied lines.

The company now announces the consolidation of the three firms, and incorporation for \$125,000 under the name of The Sarco Company of New Jersey, and that it will engage in the stationery business, printing, engraving, die-making, stamp and stencil making, advertising, law reporting, public stenography, typewriting, multigraphing, addressing and mailing.

Handsome Structure to Be Built by Buckley, Dement & Co.

One of the recent significant transactions in Chicago printing circles was the purchase by Buckley, Dement & Co., the well-known direct advertising firm, from Joseph Downey, of the northwest corner of Jackson boulevard and Throop street. The lot is 100 by 120 feet in size and will be improved with a modern six-story and basement concrete and steel building. The entire transaction, it is stated, will represent an investment of approximately \$370,000.

The architect is now making plans for this structure and the work of construction will begin as soon as possible.

Buckley, Dement & Co. are now located at 632 Sherman street, where they occupy two floors in *THE INLAND PRINTER* building, with an annex mailing department occupying another entire floor at 504 Sherman street.

The firm is one of the largest and best known advertising printers and mailers, specializing in "Direct-by-Mail" campaigns. The company employs about three hundred and fifty people.

One of the officials of Buckley, Dement & Co. recently made the statement that the near-by West Side was selected in anticipation of the new postoffice being located there. "As we handle large mail campaigns," he said, "it is important that we be in close proximity to the postoffice, and our new location will provide this, being within five or ten minutes' haul for our mailings of approximately two hundred thousand pieces daily."

The Seybold Machine Company Enlarges Dayton Plant.

Construction has commenced on a large addition to the plant of The Seybold Machine Company of Dayton, Ohio. The contract calls for a large addition to the machine-shop, to be ready by October. This new building will have forty-two thousand square feet of floor area. It is to be monitor type of steel, concrete and brick construction, with creosoted wood block floor, blower heating and ventilating system and of the most modern design, finish and equipment throughout.

Heavy machine tools of latest design, built since the war, will be set on solid concrete foundations. They will be electrically driven and served with overhead traveling cranes. Every detail of construction of the building, selection of machine tools and equipment has received expert attention to secure the perfect sequence of operations in the Seybold shops from foundry to finished product, and with the greatest speed, precision and economy known in advanced modern machine-shop practice.

A new office building, adjoining the new machine-shop addition, is also under construction. The office building is 240 feet by 30 feet, two stories, and is being made of reinforced concrete and brick. It provides space for the executive offices, the general business and accounting office, the advertising department, drafting-room and cost department. The offices of the superintendents of the foundry, machine-shop, stock-room, erecting-shop and warehouse are located throughout the plant for direct visional control.

The determination of the company, we are informed, is not only to furnish the latest designs of Dayton and Oswego Cutting Machines and Die Presses and other Seybold products, and to develop these for all known and anticipated requirements, but to deliver all machines promptly and in such quantity as to satisfy the demand in the United States and foreign countries.

Andrew Geyer.

Andrew Geyer, president of Andrew Geyer, Incorporated, New York city, died at Belmar, New Jersey, July 28, at the age of seventy-seven. Mr. Geyer is best known, perhaps, by his connection with *Geyer's Stationer*, which he founded in 1877, and which is one of the leading trade journals of the country in the stationery manufacturers' and dealers' field.

Extensive Exhibit at Ad Club Convention, New Orleans, September 21 to 25.

Information of a most valuable character will be available to those who visit the National Advertising Exhibit, to be held as a part of the convention of the Associated Advertising Clubs of the World, New Orleans, September 21 to 25.

In addition to the fact that this year's exhibit will take a new form, embracing complete showings of several actual advertising campaigns, it is also announced that at stated hours those who planned and executed the campaigns shown will be on

hand to explain them and to answer any questions which are not answered by the exhibits themselves.

Another feature will be an exhibit of campaigns which have been used by manufacturers, merchandising establishments and other employers in gaining the coöperation of their employees. This section will be supplemental to the plan to have a labor leader and a man equally representative of capital present what they believe to be the terms upon which capital and labor can agree so as to insure increased production, and thereby insure continued prosperity. Samuel Gompers, president of the American Federation of Labor, has accepted a place.

Interesting Exhibit at Chicago Mergenthaler Agency.

"To long for, the eye must see" must have been the inspiration of the artist who arranged and installed the effective display of specimens of typography recently shown in the matrix department of the Chicago agency of the Mergenthaler Linotype Company, 1100 South Wabash avenue. The exhibit is illustrated in half-tone on this page.

Printers of the Central West who visited the showing were agreeably surprised and pleased with the wealth of type-faces and decorative material available for users of the linotype, only a limited showing of which



Display of Linotype Typography at Chicago Agency of Mergenthaler Linotype Company.

There will also be a complete exhibit showing how the Advertising Club of Neosho, Missouri, has built up the business of that small city through a plan of coöperative advertising, and by coöperation among the merchants to make sure that all of the advertising done is so truthful as to insure that the customer who comes to Neosho will desire to make it his regular trading point. This part of the program will prove of exceptional interest, owing to the wide publicity which the Neosho plan has enjoyed.

New Gravure Plant for Buffalo.

Readers of THE INLAND PRINTER will be interested to learn that a new gravure printing-plant has been erected at 85-89 Pearl street, Buffalo, New York, by The Buffalo Gravure Company, Incorporated.

The company will engage in the production of rotary gravure supplements for newspapers as well as all kinds of printed matter for advertising purposes. A contract to run for three years has been closed with the *Buffalo Courier* for supplying that paper with 120,000 eight-page supplements each week for its Sunday issue.

Buffalo appears to be a very good location for a plant of this character, the object of which is to supply supplements to publications of various cities, it being close to the center of population of the United States, near the paper-mills and having main railroad connections to many important cities of large size.

could be made in the twenty-one panels contained in this beautiful exhibit.

The specimens were arranged in separate panels, the prevailing idea being to show late faces in proper use, as well as with proper decorative effects. There was much in the showing to inspire the printer intent on a higher standard of workmanship.

THE INLAND PRINTER is informed that such exhibits will be a permanent feature. As new faces and decorative material are brought out, changes in the panels will be made, to the end that visitors to the Chicago agency will find at all times an up-to-date showing of linotype material in attractive and harmonious use.

Big Chicago Edition Bindery to Erect Building.

Brock & Rankin, edition bookbinders, 619 South La Salle street, Chicago, Illinois, recently bought the property at the southwest corner of Sherman and Polk streets, 118 by 106 feet, the improvements on which have little value. While no definite time has been determined upon, it is the intention of the company to erect in the future an eight or ten story building to accommodate its extensive and growing business.

Another Chicago firm, George G. Renneker & Co., has purchased 100 by 178 feet on Indiana avenue, near Twenty-third street, for \$35,000. On this vacant tract the company plans to erect a five-story and basement building at a cost of over \$200,000.

**Printers Contemplating Building
Should Secure This
Catalogue.**

Readers of THE INLAND PRINTER, and particularly those who contemplate the erection of printing-plants, and who are interested in fire prevention and ventilating methods, should secure a copy of the new catalogue of "Evans 'Almeti' Fire Doors and Shutters and the Famous 'Star' Ventilators" just issued by the manufacturer, the Merchant & Evans Company, Philadelphia, Pennsylvania. The catalogue is illustrated pro-

the distinction of having been the first to be brought west of the Alleghanies, having been taken to Cincinnati in 1832. It was floated down the Ohio River from Pittsburgh to Cincinnati on a flatboat.

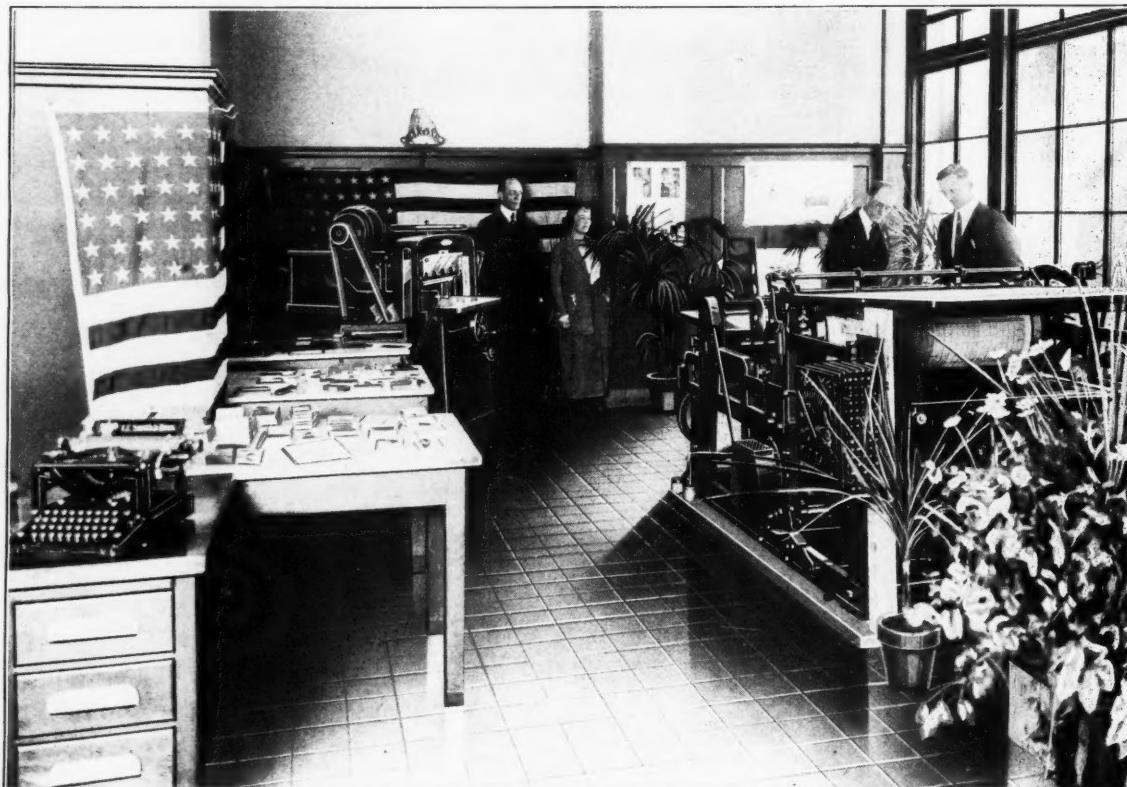
**Rockford, Illinois, Man Invents
New Type of Cylinder Press.**

THE INLAND PRINTER has received from F. W. McDaniel, of Rockford, Illinois, a clipping from the *Republic*, a local newspaper, in which it is announced that Mr. McDaniel has been granted a patent on a cylinder

**Crowell Interests Obtain Control
of "Collier's Weekly."**

Collier's Weekly, together with the book and publishing business, founded in 1887 by Peter Fenelon Collier, has passed from control of the Collier family, and will henceforth be directed by the Crowell Publishing Company, Springfield, Ohio, one of the largest publishers of periodicals in this country.

Announcement of the change in management was made by George D. Buckley, president of the Crowell company, who declared that a contract was signed to make



**Exhibit of Challenge Machinery Company, Grand Haven, Michigan,
at Convention of Michigan Press and Printers' Federation.**

fusely with specification line-drawings, as well as half-tones from photographs of the various sizes and styles in actual use.

Some of the finest of modern buildings are equipped with "Almeti" fire-doors and "Star" ventilators, notable among them being the Woolworth and Municipal buildings in New York city and the factory of the Western Electric Company, Chicago, Illinois.

Printers desiring copies of this catalogue are requested to write the company, using their business stationery.

**Methodist Book Concern Exhibits
Old Press.**

The old Washington hand-press, central feature of historical interest in an exhibit of the Methodist Book Concern made in July at Columbus, Ohio, has been taken back to the plant at Cincinnati. The press has

press having a stationary flat form bed to print from with an all-rotary motion.

Regarding the press we quote from the item in the *Republic* as follows: "To those familiar with the subject, it can be seen at a glance the motive in the construction is that the costly and intricate mechanism required to drive the bed back and forth in the cylinder press as built today is entirely eliminated, and the inventor claims its accuracy is beyond question, while its speed can only be gauged by the efficiency of the operator. Mr. McDaniel states he has been working on the problem for eighteen years and has developed the present working model to such a state of efficiency that a patent was readily granted.

"Preliminary steps will be taken at once to interest local capital with the view of making it a Rockford product."

possible the affiliation of *Collier's Weekly* with such well-known national magazines as the *Woman's Home Companion*, the *Farm and Fireside Magazine* and the *American Magazine*, published by Crowell.

The Crowell company does not intend to change either the name of *Collier's Weekly* or its policy, and will continue the employment of the same staff which has been publishing the periodical.

Jacob Ettinger.

Jacob Ettinger, who before his retirement, because of ill health, was manager of the printing department of the Postal Life Insurance Company, died July 29, near Alliance, Ohio, while en route to New York. He was born in New York city thirty-nine years ago, but had spent the last four years in Arizona and California in search of health.

Pictorial Steel-Engraving on a Commercial Basis.

The beautiful steel-engraved print of General Pershing, opposite page 641 of this issue, is shown through the courtesy of Henry Taylor, Jr., 143 North Dearborn street, Chicago, in whose studio and plant it was executed.

The exhibit is particularly interesting for the reason that while having every desirable quality of a hand-tooled engraving it has other advantages resulting from the fact that it is in part produced by mechanical methods.

The first advantage is that by this method likenesses are more accurate than are possible from steel plates entirely engraved by hand. The second great advantage, and the one which makes it possible to command the richness, distinction and quality effect on work for which it could not be used if produced by the old hand-made method, is the matter of price. For example, the plate of General Pershing, prints from which are a part of this issue, would cost more than \$300 by the hand-engraved method. Owing, however, to the mechanical equipment at the disposal of Mr. Taylor and his son Vincent, who is actively engaged in the business with his father, this plate was produced for a small part of what it would cost without the advantages of that equipment.

A visit to the studio of Mr. Taylor by a representative of THE INLAND PRINTER was rewarded by the examination of many items of commercial work, such as illustrated titles for souvenir programs, illustrated and decorative business stationery, etc. Beautiful examples of vignette work were found on letter-heads and on titles for bank and corporation yearly statements, the inside pages of which were left blank for imprinting with type the statements proper.

Printers desirous of supplying their customers with something distinctly high class and suggestive of quality, when the occasion arises, would do well to employ a steel-engraving.

Mr. Taylor informs THE INLAND PRINTER that he will gladly submit samples with quotations to printers who are serious in their desire to secure steel-engraved work.

Employees of Babcock Company Have Voice in Its Affairs.

The Babcock Printing Press Manufacturing Company, New London, Connecticut, gave a dinner to its Factory Advisory Council at a local cafe on the evening of July 17. The party numbered sixty members of the Babcock organization and their wives, the evening being given over to a discussion of details of factory management and production.

The Babcock company is operating on a plan of co-operation between employers and employees, a committee known as the Factory Advisory Council being recently formed for the purpose. James E. Bennett, president of the company, has written THE INLAND PRINTER regarding the activities of this council as follows:

"Over two years ago we formed a committee consisting of the members of the various departments. This committee met one night a week and its session usually

lasted from two to three hours. It discussed all kinds of factory and office problems, which ordinarily would have been settled by the department head or the executive officers of the company. Such settlement, however, quite often resulted in misunderstandings because they would not be known to the members of the other departments and a lack of coördination would result. Under the present plan there is almost perfect coördination in the operation of all departments throughout the office and factory. A record is kept of the discussions and the conclusions made at each meeting, and these minutes are read at the subsequent meetings and are permanently preserved. Of course the general policy of the company has always been, and still is, outlined by the directors, but a large number of details which affect the various departments are handled by this departmental committee.

Going to the U. T. A. Convention? Yes? Well, You're Fortunate.

According to men who have been in touch with the progressive activities of the United Typothetae of America for the last quarter of a century, the forthcoming convention in New York City, at the Hotel Commodore, September 15, 16 and 17, will be the most important meeting of the organization.

Here will be a gathering of representative printers from the United States and Canada. Not only will the men meet to exchange experiences and opinions, but their assembly will be in the nature of a personal culmination of the national advertising campaign which has accomplished marvelous results of a four-fold nature:

1. It has created interest among business men in the use of direct advertising.
2. The national advertising and supplementary follow-up work has influenced many firms to give direct advertising a larger responsibility in their promotion program.
3. It has helped to focus attention on the business precepts, the unusually high standards of practice, and the modern methods of the United Typothetae of America printer.
4. It has helped to inspire the interest of printers not members of the United Typothetae of America, to the end that they have applied for membership.

But the story of this campaign and its results is a story in itself. As to the convention, the caliber of the speakers will be high, the character of the convention will be of vital significance. Current problems will be treated by authoritative speakers.

Word from many hundreds of printers, representative of every section of the country, indicates that the attendance at the New York convention will outreach all previous records. Special trains are being arranged for, at Chicago for example, in order to attract printers — members of the organization as well as other interested printers — to a common point of departure.

One feature of these special trains is that men of similar interests and similar ambitions will have a day or two of personal, friendly contact en route, during which an even clearer insight can be gained by each man into the problems of the other and into the solution to those problems which "the other fellow" has found.

Demonstration of Blatchford Patent Base at Chicago.

An interesting demonstration which elicited much favorable comment from Chicago master printers was that recently conducted by representatives of the E. W. Blatchford Company, at the Atlantic Hotel, to show the advantages and economies in the use of the Blatchford Metal Base.

The Blatchford base is made and sold in sections of which there are two sizes, a square $1\frac{1}{4}$ by $1\frac{1}{4}$ inches and an angle piece equal to three of the squares. This angle shape of the unit avoids continuous breaking lines and is said to eliminate the possibility of spring and work-ups. The Blatchford chase, a unit of the system, represents a new idea in chase construction as it obviates the use of quoins. This chase consists of four bars locked at the corners, where they join, by four screws which are operated with a pin. The bars of the chase are the same height as the base, thereby making it possible to arrange sections of the base outside the chase and extend the printing surface to within a quarter inch of the press bearers. Though this chase represents a distinct advantage, any ordinary chase may be used with Blatchford base. A lifting-bar is provided which is locked on top of the form by the same catches which are used to hold the plates. This lifting-bar, while only taking a quarter inch of space, permits lifting forms 45 by 65 inches, but is used only to get forms on the press, when it is taken off. Nothing remains in the form to interfere with narrow margins. The "Blatchford Catch," which holds the plate to the base, is strong and yet simple in construction. It may be dropped in anywhere without unlocking the form, itself locking in the base automatically. The catch swivels at any angle.

While the Blatchford system is a late development it has been subjected to the most severe tests in the plant of Harper & Brothers, publishers, New York city, for the past three years, the Blatchford company featuring a recommendation from Harpers in its recent advertising. In one circular a Harper form is illustrated in half-tone, showing plates of various sizes, from 17 by 23 inches down to $1\frac{1}{4}$ inches square, locked at various angles, some showing decidedly narrow margins.

The Blatchford company states that the two hundred catches holding a thirty-two page form may be removed in fifteen minutes and a new form of thirty-two pages made up in half an hour.

The company has prepared a large amount of descriptive and informative literature which it would pay any printer desirous of practicing economies by the use of time-saving methods and equipment to secure and study. The company may be addressed at 230 North Clinton street, Chicago, or at the World Building, New York city.

Harry Varley Gone to England.

Harry Varley, who has a promising future as one of our leading advertising men, has gone to Lancashire, England, for six weeks to visit relatives and to make an industrial investigation for the Government. Articles by Mr. Varley in the leading publications brought him into prominence as a writer.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by
THE INLAND PRINTER COMPANY
 632 SHERMAN STREET, CHICAGO, U. S. A.
 NEW YORK OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

VOL. 63.

SEPTEMBER, 1919.

No. 6

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing-trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; Chicago Trade Press Association; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Advertising Association of Chicago.

SUBSCRIPTION RATES.

One year, \$3.00; six months, \$1.50; payable always in advance. Sample copies, 20 cents; none free.

Subscriptions may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars and fifty cents; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage-stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of **THE INLAND PRINTER** as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouvier House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum, 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. Cash must accompany order. The insertion of ads received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of **THE INLAND PRINTER** Free to classified advertisers. Remit 30 cents additional if copy is desired.

BUSINESS OPPORTUNITIES.

FOR SALE—Job-printing business and small newspaper doing business in excess of \$100,000 annually and earning good returns on investment of that size; is for sale on account of other interests; small town, low shop costs; more work than we can handle; good organization; will require investment of \$30,000 cash or bankable paper; will bear strictest investigation. S 928.

FOR SALE—Finest equipped and most profitable small job-shop in Denver; monthly business over \$2,000; pays proprietor \$115 per week the year round; wife has heart trouble and must remove to lower altitude; price \$9,500—\$4,000 down, balance on easy payments. S 932.

WE WANT long runs of presswork; attractive prices and best service; automatic presses in country shop with low overhead; book, catalogue and ruled form work; splendidly equipped to serve you. **SUFFOKK PRINTING & PUBLISHING CORP.**, 40 Main st., Mattituck, L. I., N. Y.

WANTED—One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. **THE WIRTH SALES BOOK CO.**, Chicago.

PRINTING PLANT FOR SALE in one of New England's live cities; in excellent condition, good run of business; owner is to leave the State; investigate at once. **H. E. WAITE**, 116 Garfield st., Watertown, Mass.

WANTED—To rent floor space for small ruling and binding plant. S 920.

ENGRAVING METHODS.

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; circular and specimens for 2-cent stamp. **THOS. M. DAY**, Box 1, Windfall, Ind.

FOR SALE.

FOR SALE—One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour; machine in perfect condition, has never been used; possession at once. Also one Kidder 30 by 30 inch rotary press printing two colors on the face and one color on the reverse side of the web, for electrolyte plates. Also one 36 by 48 inch one-color Kidder roll-product rotary wrapping-paper press, one 36 by 48 inch Kidder two-color roll-product rotary wrapping-paper press, one 36 by 48 inch Kidder combination rotary wrapping-paper press, printing two colors on one side of the web and one color on the other side, sheet delivery. Also one Kidder 12 by 26 inch perfecting press, with multiple feed and cut and slitting attachments, thoroughly overhauled, quick delivery. **GIBBS-BROWER CO.**, 261 Broadway, New York city.

FOR SALE—One new two-color Kidder roll-product press, size 30 by 40, with a complete stereotype equipment consisting of steam table, flat casting-box, round casting-box, tail trimmer and beveler, shaving machine, melting pot, gas burners, matrix table, metal, beater, brushes, etc.; **BARGAIN**; no reasonable offer refused. **MULLER PAPER GOODS COMPANY**, 2350 Linden st., Brooklyn, N. Y.

EPOCH-MAKING NOVELTY—The patents for U. S. A., England, Canada and Australia on a SELF-COPYING SYSTEM, where the carbon papers are put in automatically between the forms and do not touch the hands, for sale. Surpasses every self-copying system hitherto known. **AKTIEBOLAGET AUTOKALKER**, Kungsgatan 55, Gothenburg, Sweden. (Tel. addr. Auto-Kalker.)

FOR SALE—A well-established medium-size job-printing business and fully equipped plant in fast growing city; present owners now operating a newspaper and wish to devote their entire time to the publishing of same; splendid opportunity; communicate at once with **THE ALVORD & PETERS COMPANY**, Sandusky, Ohio.

CYLINDERS, jobbers, paper-cutters, all sizes and styles; three 28 by 41 Thomson cutters and creasers, 4-roller Miehle presses, sizes 27 by 36 to 39 by 53; 38 by 50 Dexter folder; miscellaneous machinery, outfits, new and used. Write for list. **WANNER MACHINERY COMPANY**, 714-716 S. Dearborn st., Chicago.

Megill's Patent SPRING TONGUE GAUGE PINS

QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street
From us or your dealer. Free booklets.

Megill's Patent DOUBLE-GRIP GAUGES

VISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE — Harris automatic press, speed 4,800 to 8,500 hourly, sheet 16½ by 21, prints 15 by 18; good condition, has envelope and card feeding attachments; need room for larger self-feeding rotary machine; first reasonable cash offer considered. **BOND PRESS**, Hartford, Conn.

FOR SALE — Dexter pile feeder for No. 2-0 Miehle press, bed 43 by 56; in first-class condition; about 5 to 6 years' use; price new, \$2,800, will sell for \$1,400 f. o. b. Buffalo. **TORONTO TYPE FOUNDRY CO., Ltd.**, 120 Wellington st., West, Toronto, Ont.

FOR SALE — One Hickok ruling machine, No. 7088; three-beam, automatic striker, under lift and layboy; 44-inch beams, 38-inch cloth; complete with motor; \$1,200 on floor. **TAYLOR PRINTING COMPANY**, Box 357, Akron, Ohio.

FOR SALE — Two 8 by 12 C. & P. Gordon presses, Nos. 33411 and 41467; no treadle or steam fixtures; equipped with pulley for motor drive; price on floor, \$100 each. **TAYLOR PRINTING COMPANY**, Box 357, Akron, Ohio.

SMALL PHOTOENGRAVING OUTFIT: 14 by 14 camera with half-tone attachments, lens, router, saw, lamps, printing-frame, chemicals, etc.; \$300 takes complete outfit. **THE PRINT SHOP**, Madison, Wis.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. **JOSEPH E. SMYTH**, 638 Federal st., Chicago.

FOR SALE — 15 by 21 Golding Art Jobber No. 314, complete with fountain and 110-volt D. C. motor; price on floor, \$450. **TAYLOR PRINTING COMPANY**, Box 357, Akron, Ohio.

FOR SALE — A bargain — \$105 — pebbling or stippling machine, 14-inch roll, eggshell design; very little used. **SAMUEL HEYMANN**, 527 Callowhill street, Philadelphia, Pa.

FOR SALE — Modern printing and bookbinding plant in a Canadian city of 25,000 population; doing an extensive and profitable business; proprietor wishes to retire. S 921.

RELIANCE engravers' proof-press, slightly used; will prove 8 by 10 inch cuts or smaller; price \$55. **V. F. HANNUM**, Box 1402, Pittsburgh, Pa.

FOR SALE — Copies **THE INLAND PRINTER**, 1903-1906, inclusive, 1915-July, 1919, inclusive. **MRS. C. A. BONDS**, 2027 Elizabeth st., Shreveport, La.

FOR SALE — Baby Cylinder Autopress, used very little, first-class condition; \$500 f. o. b. Missoula. **MISSOULIAN PUB. CO.**, Missoula, Mont.

TWO-COLOR HARRIS for sale; completely overhauled and rebuilt; in absolutely first-class condition. **P. O. Box 148**, Lehighton, Pa.

FOR SALE — One Model A Autopress complete with automatic feeder; will sell cheap as we need the floor space. S 927.

FOR SALE — Fuchs & Lang thirty-inch roughing machine, \$300. S 923.

HELP WANTED.

All-Around Man.

WANTED — Young, experienced all-around printer; married; fair salary and good future to right man. Write **THE OBSERVER**, Corning, Cal.

Bindery.

WANTED — First-class ruler and bookbinder capable of estimating on work, to take charge of bindery; must be A-1 man; good salary; union shop. **THE UNION PRINTING CO.**, Johnson City, Tenn.

WANTED — Two experienced stampers in one of Chicago's largest edition binderies; non-union; do not answer unless you are a first-class man; highest wages, steady work to competent men. S 918.

PAPER CUTTER WANTED — Strictly first-class experienced operator for bindery cutting-machine. **S. C. TOOF & CO.**, Memphis, Tenn.

PAPER RULER WANTED, one accustomed to loose-leaf and job ruling. **ADKINS PRINTING CO.**, New Britain, Conn.

FORWARDER for blank book and loose-leaf work. **S. C. TOOF & CO.**, Memphis, Tenn.

Composing-Room.

WANTED — Good live machinist-operator, who is also a hand compositor, to invest a thousand dollars in a modern up-to-date plant located in a progressive Southern city; good wages and an exceptional opportunity to a man who wants to get in business for himself. S 931.

WANTED — Competent combination monotype operator familiar with tabular and railway composition; union or non-union. **POWERS-TYSON PRINTING CO.**, Grand Rapids, Mich.

WE WANT compositors for job, catalogue make-up and stone work on account of taking on large additional contracts; permanent positions with no layoffs to competent men; non-union men only; we have been non-union for over ten years; \$37.50 per week to start; more for especially good men, with bonus for product; 50-hour week. **R. R. DONNELLEY & SONS CO.**, 731 Plymouth et., Chicago.

WANTED — Combination job printer and machine operator for new Model 14 linotype; good salary; union shop. **UNION PRINTING CO.**, Johnson City, Tenn.

JOB PRINTER — One that can handle the better class of printing; union; also first-class stoneman wanted. S 930.

JOB COMPOSITOR WANTED — First-class man for commercial work. **S. C. TOOF & COMPANY**, Memphis, Tenn.

COMPOSITORS for highest grade advertising composition; \$4.00 over scale; located in Chicago; union. S 838.

LINOTYPE OPERATOR wanted for commercial job machine. **S. C. TOOF & COMPANY**, Memphis, Tenn.

Engravers.

WANTED — Experienced mechanical photo retouchers; steady work. Apply Art-Photo Division, Publicity Dept., **WESTINGHOUSE ELECTRIC & MFG. CO.**, East Pittsburgh, Pa.

Miscellaneous.

WANTED — In a large printing establishment at Buffalo, N. Y., a machinist experienced in the inspection and adjustment of printing machinery. Give full particulars as to experience and salary wanted. S 919.

Pressroom.

WANTED — Operators for Kidder flat-bed roll printing presses; must be men who can coöperate and boost production; an excellent opportunity for advancement to the right men; no labor trouble, open shop. If you are in search of a job where you can grow with the company, address S 938.

WANTED — Pressroom foreman, by a large plant in the Middle Atlantic States, operating fifteen Miehle and web presses on book, catalogue and label work; must be executive of proved ability, and at the same time thoroughly practical; state age, experience, references and salary desired. S 941.

WANTED — Working foreman in first-class medium size shop with pony cylinder, 3 platens, monotype, Miller feeder, new equipment and modern bookbinding; will lease mechanical end or sell stock in corporation to right man; must be union; good salary, brilliant future. S 934.

PLANT with 5 platen presses, Miller feeder and power cutter, wants a thoroughly competent pressman to produce the better grade of commercial work; union; steady employment. **ONONDAGA PRINTING CO.**, 212 W. Fayette st., Syracuse, N. Y.

WORKING FOREMAN for pressroom on Pacific coast; union; \$42 per week of 48 hours; cylinder and job presses, half-tone and job work. S 924.

WANTED — First-class cylinder pressman, familiar with Kelly presses; permanent, steady position; union. Answer, with references. S 826.

WANTED — Gordon pressman, one familiar with automatic feeders; steady job. **FLINT PRINTING COMPANY**, Flint, Mich.

CYLINDER PRESSMAN — Good position and fine working conditions for high-grade man; union. S 929.

Proofroom.

WANTED: PROOFREADERS — Several especially competent men on catalogue work; permanent positions. Write and get our proposition. **R. R. DONNELLEY & SONS CO.**, 731 Plymouth et., Chicago, Ill.

WANTED — A-1 proofreader for job and commercial work in largest and best office in the Middle West; best working conditions; good opportunity for right man. S 903.

PROOFREADER for commercial work. **S. C. TOOF & COMPANY**, Memphis, Tenn.

PROCESS WORK

—and
Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with monthly, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72. Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

Salesmen.

GOOD PRINTER who can sell printing and knows shop and office management can connect with growing country town establishment; Associated Press newspaper; fine job equipment; owner wants to extend outside business; experience man only; prefer not to sell stock; references required. S 926.

INSTRUCTION.

LINOTYPE INSTRUCTION — 17 Mergenthalers; day course, twelve weeks, \$80; 12 years of constant improvement; every advantage; no dummy keyboards; all actual linotype practice; thorough mechanical instruction; keyboards free. Call, write. **EMPIRE MERGENTHALER LINOTYPE SCHOOL**, 133 East 16th st., New York city.

MISCELLANEOUS.

A PICK-UP — Good side money with little effort for job or newspaper offices who will handle our attractive lines of sales and order books; made in duplicate or triplicate with carbon sheets or carbonized. Every store uses sales or order books. Sell people in your community and make big commissions. Write for particulars. **AMERICAN LITHOGRAPH & PRINTING CO.**, Des Moines, Iowa.

LINOTYPE COMPOSITION at 30 cents per thousand for straight matter from good copy; any amount of 6 to 24, any measure, best service; Lino-tabular rule work a specialty. Try us. **SUFFOLK PRINTING & PUBLISHING CORP.**, 40 Main st., Mattituck, L. I., N. Y.

WANTED — Advertising matter (my imprint) to mail to business men. G. EDWARD HARRISON, "Printing Agent," Baltimore, Md.

SITUATIONS WANTED.**Bindery.**

BINDERY FOREMAN wants charge small shop; prefer location in Southeast. S 718.

Composing-Room.

SITUATION WANTED by operator; understands any machine, able to set English, French, Swedish, Norwegian, German and Spanish. V. H. SCHOECHERT, 1280 Steele st., Denver, Colo.

Designer.

DESIGNER, draftsman, having nine years' experience on printers' and bookbinders' machinery, wishes position with reliable concern; can design new and improve old machines, supervise repairing and building of machinery. S 922.

Managers and Superintendents.

WANTED — Position as superintendent or foreman; thorough printer, capable and experienced manager, embracing buying, estimating, meeting and assisting customers; familiar with paper stock and details of cost and production; references; union; prefer Pacific coast, but not essential. S 925.

EXPERIENCED FOREMAN, superintendent, salesman and estimator, non-union, is open for engagement with good responsible firm where ability is looked for and appreciated; distance no objection. S 939.

SUPERINTENDENT — A man with a thorough knowledge of all branches of the printing business, wants a situation as superintendent; can get the largest production for the least money. S 669.

SUPERINTENDENT OR MANAGER — High-grade man would like to connect with firm doing high-grade work; at present employed in that capacity, but desire change. S 810.

Pressroom.

WANTED — A position by a first-class pressroom foreman of wide experience on all kinds and classes of work; have good executive ability to produce best results; an economical manager; good references. S 915.

FIRST-CLASS CYLINDER PRESSMAN, capable of handling any grade of work done on cylinder presses, desires to leave this city and locate in some small city; capable of taking charge. S 936.

SITUATION WANTED by a man with a number of years' experience as foreman of cylinder pressroom and pamphlet bindery; thorough mechanic, and capable of handling men. S 773.

PRESSMAN, CYLINDER, wants position in Southern city; experience and ability rated A-1. V. J. BUSHNELL, 5828 Winthrop av., Chicago.

WANTED TO PURCHASE.

WANTED — Secondhand Kidder or New Era roll-feed bed and platen presses of any size or type, with or without special attachments; also one-color Kidder 8 by 12 inch roll-feed bed and platen press. **GIBBS-BROWER CO.**, 261 Broadway, New York city.

WANTED TO BUY — 8 by 12 or 10 by 15 inch Golding, Gordon or Peerless jobber; also 13 by 19 or 14 by 22 inch Universal, Colts or Hartford; machines must be in good order and at close price. S 914.

PONY CYLINDER — State make, age, condition and price; must be reasonable. **MENDELSON PRINTING CO.**, Jacksonville, Fla.

WANTED — One, two or three secondhand Brehmer wire stitching machines. Write S 935, naming lowest selling price.

WANTED TO BUY or to sell your surplus machinery. **WANNER MACHINERY CO.**, 716 S. Dearborn st., Chicago.

WANTED — A varnishing machine that will take a 65-inch sheet; state length of time used, condition and price. S 933.

WANTED for cash, Harris two-color automatic presses, 15 by 18. **M. M. ROTHSCHILD, Inc.**, 712 Federal st., Chicago.

WANTED — A-1 pre-used 34 or 38 inch automatic cutter; state serial number and best cash price. S 940.

WANTED — A-1 pre-used No. 3 Miehle or No. 6 Babcock; state serial number and best cash price. S 937.

WANTED — We buy scrap leather. Send samples. **COSHOCOTON ART LEATHER CO.**, Coshocton, Ohio.

WANTED — One or two-color Miehle press, about 40 by 60 inch, second-hand. S 917.

BUSINESS DIRECTORY.**Advertising Blotters.**

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plate, strong wording and complete "layout" — new design each month. Write today for free samples and particulars. **CHAS. L. STILES**, 230 N. 3d st., Columbus, Ohio.

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Calendar-Pads.

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar-pads for 1920; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample-books and prices.

Carbon Black.

CABOT, GODFREY L. — See advertisement.

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER — Electric-welded silver-gloss steel chases, guaranteed forever. See Typefounders.

Copper and Zinc Prepared for Half-Tone and Zinc Etching.

THE AMERICAN STEEL & COPPERPLATE CO., 101-111 Fairmont av., Jersey City, N. J.; 116 Nassau st., New York city; 536-538 S. Clark st., Chicago, Ill.; 3 Pemberton row, London, E. C., England.

Counting-Machines.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Cylinder Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

Embossing Composition.

STEWART'S EMBOSSED BOARD — Easy to use, hardens like iron; 6 by 9 inches, 3 for 40c, 6 for 60c, 12 for \$1, postpaid. **THE INLAND PRINTER COMPANY**, Chicago.

Hot-Die Embossing.

GOLDING MFG. CO., Franklin, Mass. Our Hot Embosser facilitates embossing on any job-press; prices, \$40 to \$90.

Job Printing-Presses.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty.

Numbering-Machines.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Paper-Cutters.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

GOLDING MFG. CO., Franklin, Mass. Golding and Pearl.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Perforators.

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating-machines of all kinds, styles and sizes.

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa.

Presses.

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 544-546 S. Clark st.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printers' Rollers and Roller-Composition.

BINGHAM'S, SAM'L SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-158 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio.

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 131 Colvin st., Baltimore, Md.; 521 Cherry st., Philadelphia, and 89 Mortimer st., Rochester, N. Y.

WILD & STEVENS, Inc., 5 Purchase st., cor. High, Boston, Mass. Established 1850.

Printers' Supplies.

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER—See Typefounders.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Printing Machinery, Rebuilt.

BARNHART BROTHERS & SPINDLER—See Typefounders.

Printing Material.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Punching-Machines.

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Rebuilt Printing-Presses.

GOLDING MFG. CO., Franklin, Mass. All makes. Big values.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Roughing-Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Stereotyping Outfits.

ACME DRY PROCESS STEREOTYPING—This is a new process for fine job and book work. Matrices are molded in a job-press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAHRS, 240 E. 33d st., New York.

Tags.

OUR SPECIALTY IS TAGS, both blank and printed, numbered, wired, strung or equipped with special slots, holes, etc., when required. We do not solicit business from your customers but from you. You take the order, we make and print the tags for you. By specializing in the production of printed tags for every business, we can execute orders cheaper than you could produce the same work. Send for particulars regarding our plan, then look about you and get the tag business of your town. There is a generous profit in this for any printer who is a salesman, and the Denney plan requires no outlay and no investment for equipment. Write us. DENNEY TAG CO., West Chester, Pa.

Typefounders.

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses—Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 1320 E. Franklin st.; Atlanta, 24 S. Forsythe st.; Buffalo, 45 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 48 W. Congress st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type-faces, borders, ornaments, cuts, electric-welded chases, all-brass galleyes and other printers' supplies. Houses at—Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

EMPIRE WOOD & METAL TYPE WORKS, Buffalo, N. Y.; Delavan, N. Y.

Wire-Stitchers.

F. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, $\frac{1}{4}$ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

Wood Goods.

AMERICAN TYPE FOUNDERS CO.—See Typefounders.

CARBON BLACK
MADE BY
GODFREY L. CABOT, Boston, Mass.
939-942 Old South Building

ELF AUK (PN) ELF (SS) ELF VULCAN MONARCH KALISTA

Corporations Organized

in New York, including every expense, also complete corporation outfit, \$64.50

Specialists; Accounts collected everywhere. References furnished.
EICHNER, 1545 Broadway, New York, Suite 201, Bryant 7745

EMBOSSING IS EASY

If you use STEWART'S EMBOSSING BOARD

Simple, economical, durable
Sheets, 6x9 inches \$1.00 a Dozen, postpaid

THE INLAND PRINTER COMPANY
632 Sherman Street, CHICAGO

Noe-Equil**The National Cleaner and Type Wash**

Saves hours of labor in cleaning Ink-Fountains, Numbering-Machines, Type and Half-Tones.

Prolongs the life of your rollers. A change from dark to light ink in one wash-up.

Ask your dealer, or write to

PRINT-AID COMPANY, Dayton, Ohio

EMBOSSOGRAPHY

TRADE MARK

The art of producing embossed or engraved effects without the use of dies or plates, as fast as ordinary printing.

Complete Outfit from \$125.00 up. Embossing Compound, \$2.25 per lb.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street

NEW YORK CITY



"Rosenberg Process"

Tympan Papers

Give Cleaner Impressions with
a Minimum of Make-Ready

SAVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. The "Rosenberg Process" makes them moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they *never* rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Samples sent on request

The Cromwell Paper Co.
Department I.P. 3623-3637 Jasper Place, Chicago



BROWN'S Linen Ledger Papers



Binding old, but pages like new!

THIS ledger looked about all in—until it was opened and then the pages revealed a white freshness like new and records as clear as if written but yesterday.

Brown's Linen Ledger Paper never discolors or weakens from age or exposure. It preserves legibility indefinitely—because there are no strong chemicals used in its making—which gradually undermine the strength of the texture and destroy the legibility of the records.

The additional cost of Brown's is a trifle. The additional service it gives is a miracle. Specify Brown's Linen Ledger for the ledgers and record books you make, and insure the satisfaction of your customers.

*Write for the sample book
and test the papers.*

L. L. Brown Paper Company,

Adams, Mass., U. S. A.



Established
1850

Manufacturers Sell in Great Britain

of Printing Machinery
and Supplies —

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

This long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American made machinery, equipment and supplies essential or advantageous to the printing, box-making and allied trades.

We Can Guarantee Excellent Business for Good Products.

WALKER BROS.

(Usher-Walker, Ltd.)

ENGINEERS AND DEALERS IN MACHINERY AND SUNDRIES FOR THE PRINTING,
BOX-MAKING AND ALLIED TRADES.

Main Offices and Showrooms, 33 Bouverie St., Fleet St., London (E. C. 4), England.

HOWARD BOND

WATERMARKED

Compare
for Brilliant
Color

—
Compare
for Wonderful
Strength
and you will
Specify It



Complete line of
WHITE and COLORS
ready for immediate
distribution always.
SAMPLE BOOK
sent upon request.



THE entire paper world will tell you that HOWARD BOND'S pure white color is matchless, regardless of grade or price. The water which is used in producing this wonderfully brilliant sheet of paper is drawn from an underground natural reservoir that covers an area of seventy-four acres that surrounds the Howard Mills. The same clear, cold water that is used in the manufacture of HOWARD BOND also quenches the thirst of ten thousand citizens of Urbana, Ohio, without the slightest filtration, owing to its absolute purity.

We urge you to adopt it for your entire office requirements, and after doing so we are positive your opinion regarding the quality of HOWARD BOND will correspond with the million of other users that for color, strength and cleanliness HOWARD BOND is a paper that will establish perpetual business friendships.

Manufactured by

THE HOWARD PAPER COMPANY
URBANA, OHIO



Old Hampshire Bond

For Printers Who Are Proud of Their Art

When you diligently seek the paper to express the craftsmanship of your shop—

When you set yourself to the task of turning out a job the least bit better than the rest—

When you would know beforehand that your customer will feel proud of you and your work—

Print it on Old Hampshire Bond

See how the surface of Old Hampshire mates with printing-inks to give the full color value to your work.

Feel how the crisp, crackling sheet imparts Old Hampshire dignity and strength.

Know why it is that Old Hampshire Bond builds better letter-heads and firmer friendship between printers and their customers.

And remember Old Hampshire may cost a little more in cents per pound, but it gains by dollars in your customer's estimation of your ability as a printer.

HAMPSHIRE PAPER COMPANY

Makers of Old Hampshire Bond

SOUTH HADLEY FALLS, MASSACHUSETTS

We have a few of our "Course in Salesmanship" left and a copy will be sent free to all who ask for it.

BOB BOB BOB BOB BOB BOB BOB



BASIC BOND

TEST NO. 5—IN THE SHOP

NO MATTER how handsome, how uniform or how strong a sheet of bond paper may be, its utility is measured in the press room. For example take BASIC BOND. As a printer, you are concerned not so much with its technical uniformity, strength, color and finish as with its printing qualities.

BASIC BOND is preeminently a practical paper. It takes the ink perfectly and dries readily. One make-ready suffices for the largest run. BASIC BOND lies flat and feeds easily. There is practically no waste. It rules like a ledger paper. Owing to its strength and uniformity BASIC BOND folds splendidly and is a delight to the girls at the wire stitchers and in the bindery.

*Remember—White and Twelve Colors. All Standard Sizes
and weights. Envelopes to match.*

THE WHITAKER PAPER COMPANY
CINCINNATI, OHIO

Offices in all Principal Cities

BRANCHES

BALTIMORE
BOSTON CHICAGO
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NEW YORK
COLUMBUS

DENVER
(Peters Paper Co. Division)
INDIANAPOLIS
(Indiana Paper Co. Division)



BOB BOB BOB BOB BOB BOB BOB

Warren's

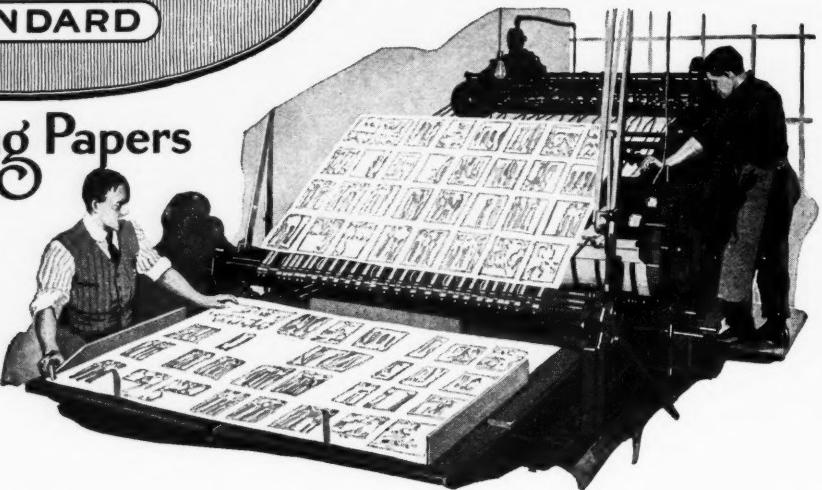
STANDARD

Printing Papers

For
Whatever
You Plan
to Print

WARREN'S Paper Buyer's Guide is a book, bound in boards, containing 108 pages made up of the Warren Standard Papers in their various weights and tints—replete with every conceivable form of illustration of both commercial and non-commercial printing. This book is a real help and of real value, almost as useful as a type specimen book—a little more constructive, we think.

It may be seen in the public libraries of the larger cities and is in the offices of all paper merchants who sell Warren's Standard Printing Papers.



O through fifty of the largest print shops and look at the work running on every press in each shop. All the different kinds of work will fall into less than a dozen classes. On some presses there will be de luxe jobs, printing beautiful soft-toned illustrations of the sort that the dull finish of Warren's Cameo reproduces so well. Another press may be running a job of semi-dull stock for which Warren's Silkote is standard. Other presses will be carrying glossy-coated paper jobs. There is need for three or four papers in this class.

The Warren Standards in glossy papers are: Warren's Lustro, glossy-coated for highest quality half-tone work; Warren's Warrentown, glossy-coated especially developed for process color printing; Warren's Cumberland Coated, which is a generally popular, relatively in-

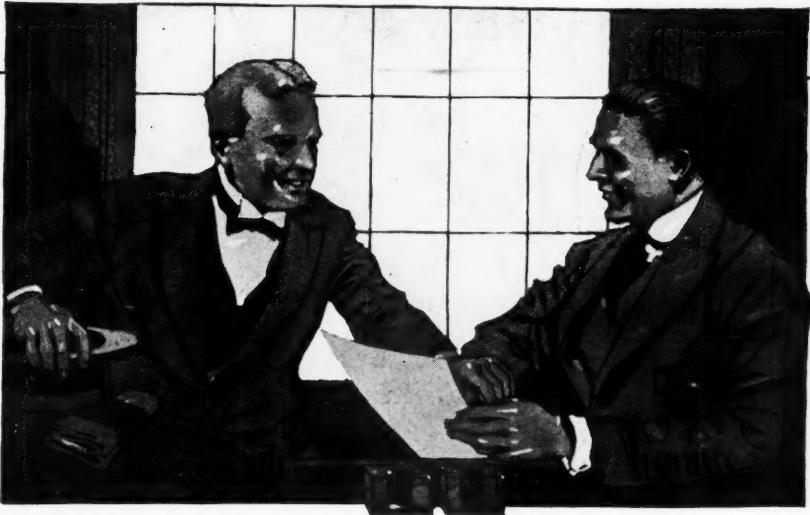
expensive glossy-coated paper.

Along with which should be mentioned: Warren's Printone, a semi-coated paper especially suited to large edition work requiring half-tones; LibraryText, an English finish paper taking medium screen half-tones satisfactorily.

Then there are the non-coated book papers, where the following Warren Standard Printing Papers will cover the entire field of printing need: Warren's Cumberland Super Book, a super-calendered paper of standard quality for half-tone, line, and text; Warren's Olde Style, a watermarked antique paper for distinctive book work devoted to type and line cuts; Warren's Cumberland Machine Book, a moderately-priced machine finish paper of the first quality; Warren's Britannica India, for thin editions; Warren's Artogravure, egg-shell finish for offset.

S. D. Warren Company, Boston, Mass.

BETTER PAPER — BETTER PRINTING



"There's just the paper you want"

"**Y**ES," said the printing sales man to his old friend but new customer "there's just the paper you want.

"It's Systems Bond—a standard mill-marked sheet—and it meets every point you've raised.

"It's a rag-content, loft-dried bond—quality stuff all through. I've found it uniform every time—in texture, in looks, in strength. The manufacturers themselves produce both pulp and paper—guard every step in the making—and you can be sure every sheet is up to the mark.

"The price is a business man's

price—just as right as the quality. And the feel, the crispness, the appearance, tell their own tale.

"Don't you think yourself that it really fills the bill? . . . All right then—I'll send up a complete set of sample sheets in the different weights, colors, and finishes, along with exact quotations. And I'll mail you 'The Modern Manufacture of Writing Paper,' the book the Systems Bond people are distributing free through printers, and which I think you'll find worth while."

Systems Bond is the standard bearer of a comprehensive group of papers—a grade for every Bond and Ledger need—all produced under the same advantageous conditions—and including the well known Pilgrim, Transcript, Atlantic and Manifest marks.



EASTERN MANUFACTURING COMPANY
General Sales Offices: 501 Fifth Avenue, New York

Mills:
Bangor, Maine
Lincoln, Maine

Western Sales Offices:
1223 Conway Building
Chicago

SYSTEMS BOND

"The Rag-content Loft-dried Paper at the Reasonable Price"



SOMETHING NEW—A Co-operative Magazine

PAPER & INK

(Formerly *The Paper Bulletin*)

A magazine in which the papermaker, the inkmaker, the artist, the engraver, the electrotyper and the printer bear their proportionate share of expense in the production of art and practical insert suggestions, *on actual samples of paper* (so stated), to the buyers of paper and printing, to the number of 6,000—advertising managers and purchasing agents in industrial plants, financial institutions and advertising agencies.

Our slogan, "From coast to coast by parcel post, showing the best that can be done on paper with type, ink and illustration," means just what it says. It is a parcel post publication to *boost* printing among *buyers* of printing—your prospects. There is no other publication in the world planned along these lines.

The method we have adopted is the most economical to the printer who wants to tell his printed and pictorial message to the best possible clientele he could wish to reach. We want to make this publication a national one—to have every section of the United States represented by printers who are proud of the work they are turning out. It will be result producing.

Write us and let us tell you more fully of the plans and good things we have in store for you. We would like you to send us, for criticism and possible insert suggestion, your own advertising literature and any samples you have done for your customers, of which you are particularly proud.

NATIONAL PAPER TRADES EXCHANGE, Inc.

FRANK O. SULLIVAN, Vice-President and Advertising Director

33 West Forty-second Street, New York City

The subscription price up to October first remains at \$3.00 per year.

WARNING

Notice Regarding Patents

THE HUEBNER-BLEISTEIN PATENTS COMPANY is the pioneer in producing, patenting and using machines and apparatus for accurately photographing original subjects in repeat multiple or combination prints, directly upon sensitized surfaces of press plates.

Attempts are being made to construct and use similar machines and apparatus, to evade the H-B pioneer patents covering the mechanical features of this *new art* of plate making.

In order to protect itself and its patrons, the Huebner-Bleistein Patents Company will prosecute all infringements of its patents, whether or not the infringements are patented.

Makers or users of infringing machines or apparatus are hereby warned.

HUEBNER-BLEISTEIN PATENTS COMPANY

1200 Niagara St., Buffalo, N. Y., U. S. A.

KRAMER WOODWORKING CO.

Fourth and Lehigh Avenue, Philadelphia

WOOD

PRINTERS' FURNITURE

STEEL



General Offices—Designing and Draughting



Foundry and Machine Shop No. 5



Printers' Wood Furniture Factory No. 2.

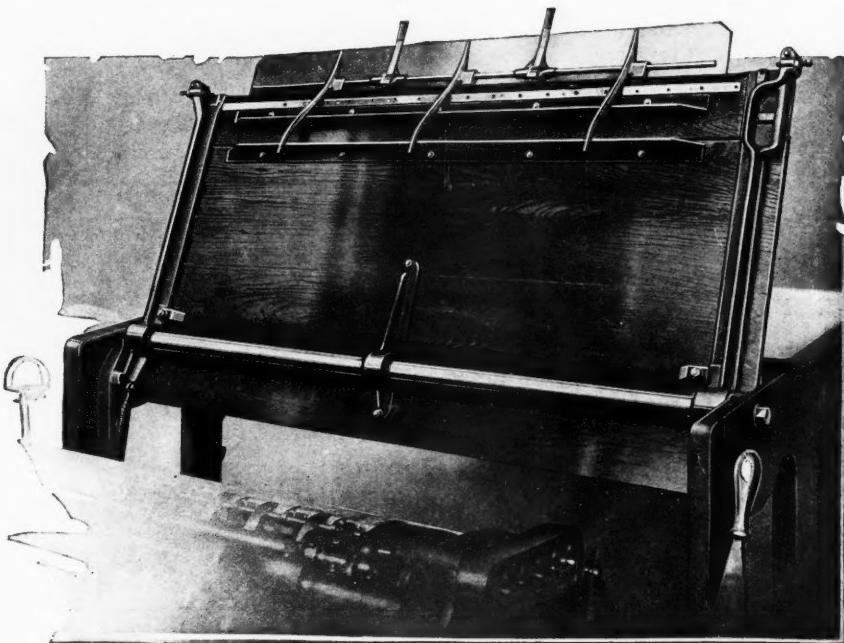
Do not buy steel galleys until you read our advertisement next month. Kramer always shows the way. First in everything pertaining to Printers' Equipment.

Kramer's non-rusting steel galley is our latest development. No plating. Lasts forever. Never rusts.



Printers' Steel Furniture Plant No. 4.

BABCOCK



Another Point of Superiority in Our Universally Equipped Babcock "Optimus"

Imperfect register may often be traced to faulty feed-board construction.

The front section of the "OPTIMUS" feed-board is made of tempered and ground saw steel, always straight, and strong enough to prevent vibration. It is rigidly supported on brackets on the frame of the press, and is *independent of the gripper stand*.

There is no chance for variation, either up, down, or crosswise. The feeder can not change this condition by leaning against the feed-board while feeding.

MOST IMPORTANT OF ALL, the front, or guide section, of the "OPTIMUS" feed-board is

absolutely independent of the main body of the board, and is not affected by climatic conditions or weight of paper.

The front leaf hinges on a substantial shaft extending across the press between the feed-table brackets.

The feed-tongues can be quickly adjusted *without lifting the board*. Card curlers, easily attached, are a part of the regular equipment. The side guide is adjustable the entire width of the board.

Like every feature of our Universal Equipment, the feed-board is an important factor in making the "OPTIMUS" the most economically operated two-revolution press in the World.

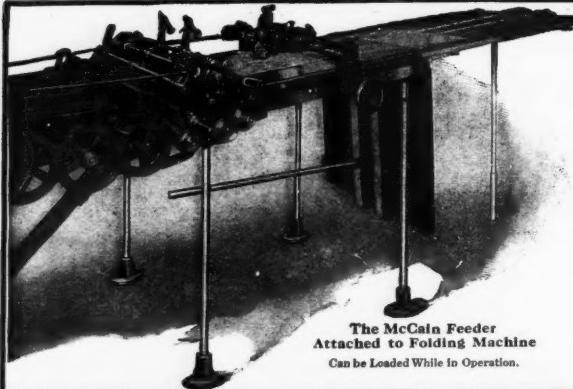
Our Best Advertisements Are Not Printed; THEY PRINT!

The Babcock Printing Press Manufacturing Co.

New London, Conn.

New York Office, 38 Park Row

BARNHART BROS. & SPINDLER, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
JOHN HADDON & CO., Agents, London, E. C.
MILLER & RICHARD, General Agents for Canada: Toronto, Ontario, and Winnipeg, Manitoba



The solution of the bindery problem is easy with the modern, highly efficient

McCAIN Automatic Feeder

attached to high speed folding machines such as the Cleveland, Anderson, Brown, Dexter and Hall.

It cuts the bindery help to the minimum and insures quick and uniformly accurate folding at the lowest possible cost.

Complete descriptive literature and prices on request to

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago

Excess Weight Eliminated!

THE NEW WING ALUMINUM MAILER

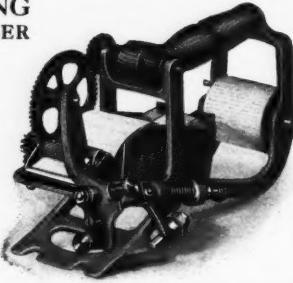
does not tire the operator, who may apply the energy saved to constant and faster operation.

RESULT: More work is accomplished—expense of mailing greatly reduced.

Any publisher will make money by discarding his old, overweight, troublesome machines and installing the NEW WING.

Complete particulars, price, etc., on request to

Chauncey Wing's Sons
Greenfield, Mass.



Customers Measure Printers

By the Work They Turn Out—by the Goods They Sell

Appearance of Our Neat Cards in Case



When a printer sells

PEERLESS PATENT BOOK FORM CARDS

he establishes himself as a high-grade concern, because these cards are the highest grade the world knows, and because high-grade people use them will use no others. There is more profit to the printer, because he satisfies his customers, and a satisfied customer is always a trade-bringer—a trade-builder.

Send for samples and prices today. Prove your class and improve your profits.

The John B. Wiggins Co. Established 1857
Engravers, Die Embossers, Plate Printers, 1104 S. Wabash Ave., CHICAGO

WANTED MIEHLE PRESSES

We will purchase Miehle 0000 and 00 press or other sizes, also a Miehle two-color machine; state what you have to offer. Must be in first-class condition, with or without automatic feeders. State length of time in use, size, shop number, etc., of press you have for sale and lowest cash price you will accept.

*Address S-891, care of Inland Printer
632 Sherman St., Chicago, Ill.*

Specialist in the art
of perfect printing plates, by our

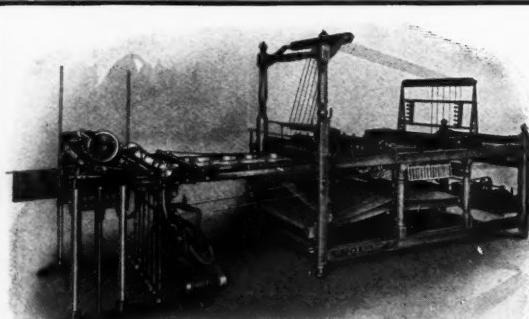
Lead Moulding Process

A trial order will convince you.

American Electrotype Co.

24-30 South Clinton Street, Chicago

Tel. Franklin 2263-2264



The Hickok Automatic Paper-Feeder

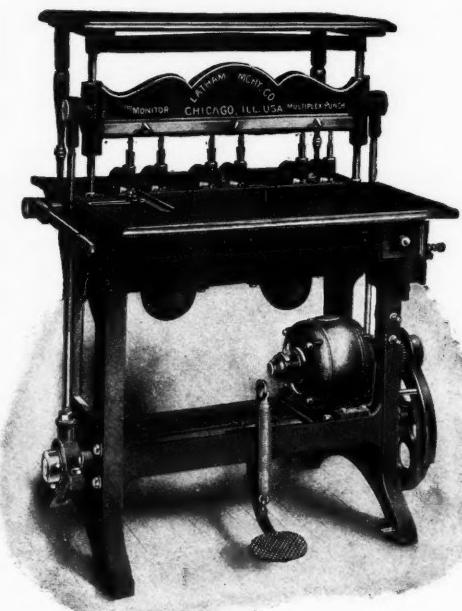
IN May, 1844, W. O. Hickok started to manufacture Bookbinders' Machinery. As this firm has been in continuous business for seventy-five years, we wish to thank the bookbinding and ruling trade for their patronage and trust that we may continue to have their confidence as in the past.

THE W. O. HICKOK MFG. CO.

Harrisburg, Pa., U. S. A.

W. O. HICKOK, 3d President
ROSS A. HICKOK, Sec. and Treas.

MONITOR Multiplex Punching Machine



It Is Important to Consider

The ultimate investment in punching equipment when purchasing a Punching Machine. Don't overlook the fact that the cost of the various style punching members you will eventually buy will far exceed the cost of the machine itself.

The MONITOR is of heavy, rigid construction and will outlast any other. The punching members cost no more. Get the satisfaction and efficiency that comes from owning a Monitor.

No Tools Required for Locking Punch Heads in Position.

Latham Machinery Co.

NEW YORK
45 Lafayette Street

CHICAGO
1143 Fulton Street

BOSTON
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Non-Caking Gummed Paper

Now that the summer months are with us, insist that your jobber gives you the Ideal Non-Curling and Non-Caking Gummed Paper.

Made flat by our exclusive non-curling process.

Made non-caking with our new process and special formulæ.

Will not cake during humid weather.

Will not curl under any atmospheric conditions.

Every sheet spells satisfaction. Look for our guaranty label on every package.



IDEAL COATED PAPER COMPANY

Mills and Main Office, BROOKFIELD, MASS.

CHICAGO

NEW YORK

CINCINNATI

Paper-Cutting Knives are
a small item of expense in
print-shop costs—

But a very important item
in print-shop production.

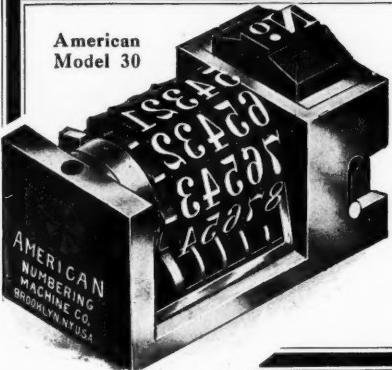
DOWD Knives are made
for printers who always
insist on the best—the most
productive.

You will find DOWD Knives work-
ing in the cutting departments
of the country's master printers.

Specify DOWD on your Paper-
Knife order and get the best.



R.J. Dowd Knife Works
Makers of better cutting knives since 1847
Beloit, Wis.



AMERICAN MODELS 30 & 31 WORLD-STANDARD TYPE-HIGH NUMBERING MACHINES

5 Wheels \$11⁰⁰ 6 Wheels \$13⁰⁰

In stock and for sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

Brooklyn, N.Y. 224-226 Shepherd Avenue
Chicago, Ill. 123 West Madison Street

Specify AMERICAN when ordering



How a Business Grew



An engraving plant manned and equipped to supply—



Six big rotary presses printing millions of illustrated magazines each month and dozens of "live wire" advertising men using engravings to sell the product, with the only kind of engravings we know how to make—the best.

Don't you want the kind of service that was built to satisfy such an exacting demand.

CAPPER ENGRAVING CO.
Capper Bldg. Topeka, Kans.

OVERVIEW

GOLD INK

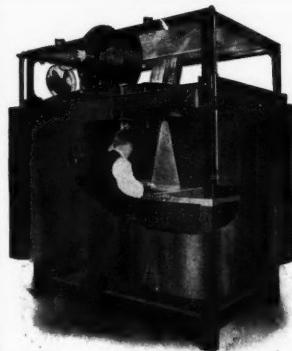
SO BRILLIANT
THAT IT
REFLECTS THE VERY
METAL ITSELF



Sold by

CHARLES HELLMUTH, Inc.

154 West 18th Street 536 So. Clark Street
NEW YORK CHICAGO



Your pressroom will produce more impressions with the same presses, pressmen and feeders if you make up the forms by

The Taylor Registering Projector

and the forms will be made up easier and at less cost than by the old rule-of-thumb methods.

Cut down the make-ready time by eliminating your registering troubles.

THE TAYLOR REGISTERING PROJECTOR CO.
927 Linden Avenue BALTIMORE, MARYLAND

ADVANCE
WERT

Electric Glue Heaters



Do you know
you can heat
your glue with
ELECTRICITY
cheaper than
with gas or
steam?

Let us tell you about our complete line
which most large binders are using and
find a profitable investment.

Complete information on request to

The Advance Machinery Co.
VAN WERT, OHIO

**BLOMGREN
BROS. & CO.**

DESIGNERS
ENGRAVERS
ELECTROTYPEERS
NICKELTYPEERS
LEAD MOULD
PROCESS

**512 SHERMAN ST.
CHICAGO**

"Globetypes" are machine etched halftones and electro from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of *The Inland Printer* since October, 1912. Note that the printing quality does not show appreciable deterioration.

PARSONS & WHITTEMORE



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All grades of PAPER, PRINTING MACHINERY and everything required in the PRINTING OFFICE. Correspondence solicited with manufacturers of Printing Machinery respecting Foreign Representation.

PARSWHIT PERFECT PAPERS UNIVERSALLY USED.

Havana, Cuba

Buenos Aires

Santiago, Chile

Sydney

Melbourne

Bombay

Cape Town

Save Make-Ready Time!

The cost of make-ready is a big item in the bill.
Shorten the time and you save money.

The Monitor System

of automatic motor control makes slow-speed operation absolutely precise, puts complete mastery at the pressman's fingertips for make-ready, inching or threading. He knows that he can

"Just Press a Button"

and his press will respond instantly.

Monitor control safeguards man, motor and machine against accident, relieves the operator of worry about things electrical and allows him to concentrate on matters typographical.

Let us show you precisely how the Monitor System can be applied in your plant. Ask for details.



Monitor Controller Company

New York
Chicago
Buffalo
Detroit
Pittsburgh

Baltimore, Md.

Boston
Philadelphia
Cincinnati
St. Louis
Minneapolis



NORWAY

We are import agents of **machinery, materials and supplies for book printers, lithographers, book binders, electrotypers** and related lines. - Efficient manufacturers are asked to communicate with us. American business references will be furnished on application.

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The Name That Stands for Speed, Dependability, Service

The Goss "High-Speed Straightline" Press
Used in the Largest Newspaper Plants in U.S.A. and Europe.

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Specially Designed for Mail Order, Catalogue and Magazine Work.

The Goss "Comet" Flat Bed Web Perfecting Press
Prints a 4, 6 or 8 Page Newspaper from Type Forms and Roll Paper.

Goss Stereotype Machinery
A Complete Line for Casting and Finishing Flat or Curved Plates.
Descriptive literature cheerfully furnished.

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Profit-Producing Printing Papers

Parker, Thomas & Tucker Paper Co.
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Only
\$10



The Instant Feed Guide

for GORDON PRESSES

Saves its cost over and over again in the saving of time obtaining register and in maintaining accurate register throughout the run. With this device but a few seconds are required to adjust sheet to be fed properly. No pins; no quads; no glue required. This means the retention of a flat and smooth tympan, so essential to good work.

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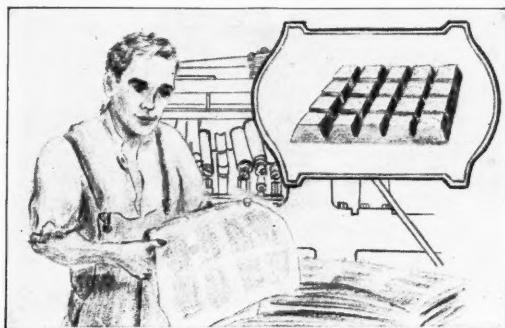
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in your plant will save money,
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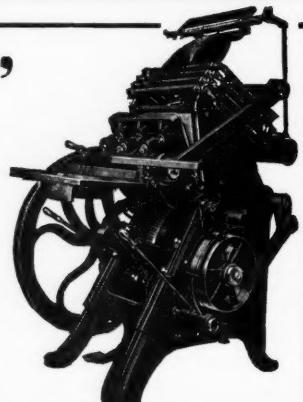
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"Checks are
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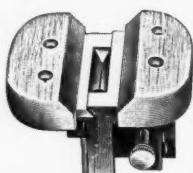
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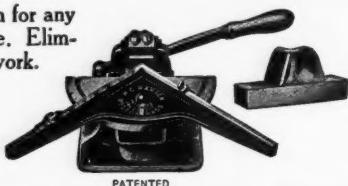
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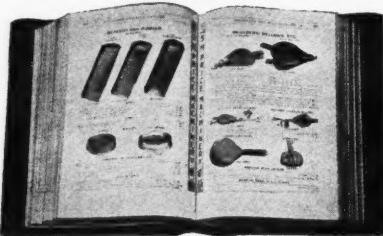
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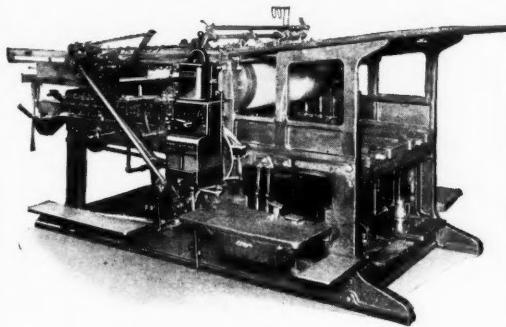
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MORE THAN 38,000 IN USE



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Effective August 25, 1919, the following prices of Linotype machines supersede all previous quotations:

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Model 5	3,150	Model 15	2,600	Model 20	3,100
Model 8	3,800	Model 16	4,150	Model L	2,400
Model 9	4,800	Model 17	4,350	Model K	2,700
		Model 18	3,700		

Effective August 14, 1919, the following prices of Linotype Matrices and Linotype Parts and Supplies supersede all previous quotations:

Linotype Magazines and Matrices

Magazines	Matrices—Continued
Model 5	\$150
Model 15	155
Models 16-17	185
Model 9	175
Model K	165
Auxiliary Magazines	30
Model 20 Magazines:	
Upper Half	100
Lower Half	85
Matrices	
Two-Letter Fonts	
1,500 Matrices	\$95
1,200 Matrices	76
One-Letter Fonts	
1,400 Matrices	\$77
1,021 Matrices	56
Sorts	each, 5½c
Head-Letter Fonts	
1,031 Matrices	\$170
Sorts	each, 17c
Model 20 Fonts	
523 Matrices	\$120
Sorts	each, 24c

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an Overhead Burner, also serves
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The Burner with the "Punch" to give the Blue Flame that Produces Results

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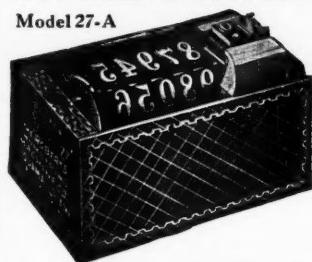
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For General Jobwork

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Size $1\frac{1}{2} \times 1\frac{5}{8}$ inches.

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Made in 7 Different Styles
of Figures and with a Capacity
from 4 to 8 Wheels.



Style K

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SAWS and TRIMS
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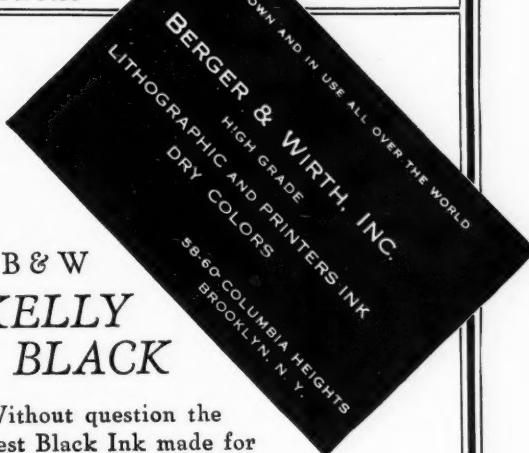
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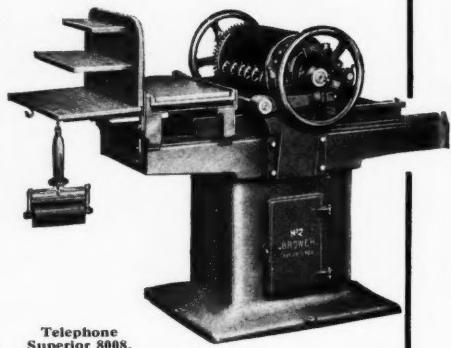
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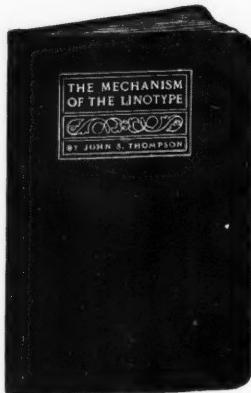
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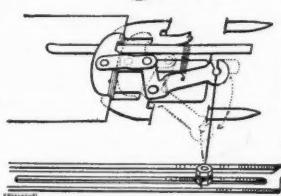
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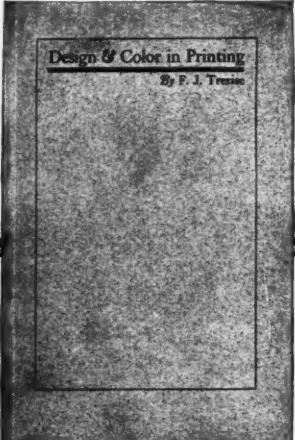
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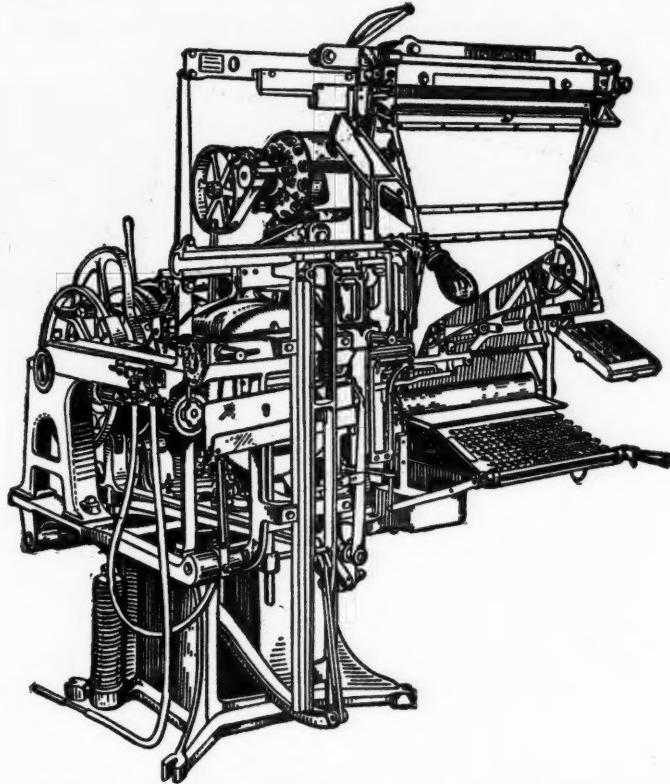
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Buy the Right Machine!



IMPORTANT POINTS TO CONSIDER

YOU WANT perfect slugs, perfect printing surface, perfect alignment of characters.

YOU WANT the least possible mechanical troubles.

YOU WANT the least possible repair bills.

YOU WANT a slug-casting machine that produces slugs with low quad lines so that you need not worry about smutting while you print.

YOU WANT the machine that will do these things and many more with the least possible loss of time and the greatest possible efficiency.

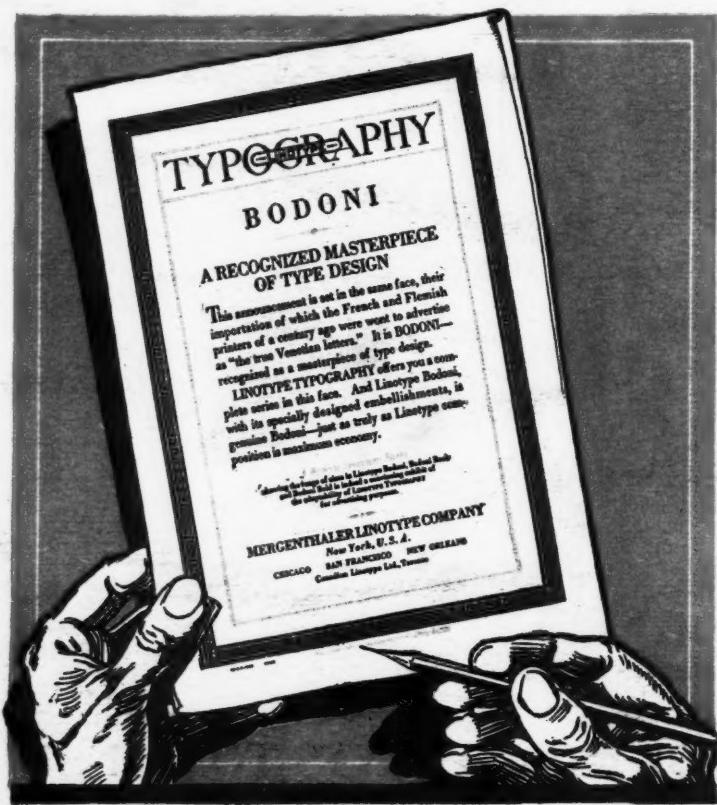
YOU WANT A LINOGRAPH

Write today for more particulars

THE LINOGRAPH COMPANY
DAVENPORT, IOWA, U.S.A.

TYPOGRAPHY

— LINOTYPE —



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is a practical exhibit of Linotype Typography

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